

ARTS ALLIANCE MEDIA AND D-LINK JOIN FORCES TO REVOLUTIONISE THE CINEMATIC EXPERIENCE

D-Link to provide network backbone in digital cinema rollout across Europe

LONDON, UK – 2 September 2008 – D-Link has today announced that Arts Alliance Media (AAM), one of Europe's leading providers of digital film distribution services, has selected D-Link to supply the network infrastructure for each of the digital cinemas being rolled-out by AAM. The agreement will enable existing cinemas across Europe to make the transition to fully digital cinemas, thus providing an optimised viewing experience for film-goers.

Working closely with its' distribution partner Azlan, a value-added distribution service of Tech Data Europe, D-Link will supply and support AAM on a pan-European basis as the network is deployed across 12 countries and an estimated 7,000 cinema screens over the next 3 years.

AAM is the first company in Europe to have secured long term digital cinema deployment agreements with Twentieth Century Fox, Universal Pictures International, Paramount Pictures International, Walt Disney Studios International and Sony Pictures Releasing International. These agreements will see the conversion of up to 7,000 cinema screens over the next few years. In the UK, AAM has already completed the 'Digital Screen Network' project for the UK's Film Council, which has seen the introduction of 240 digital screens across the country.

The main factors that AAM considered when selecting a vendor to work with were D-Link's business strength reliability, its 'Think Global, Act Local' approach to customer support and the fact that it is recognised as a trusted global brand.

Richard Phillips, VP of Technical Operations, Arts Alliance Media explains, "The D-Link switches provide a very high level of specification and reliability at a very competitive price. On-site trials involving a number of key networking vendor products highlighted the robustness and manageability of the D-Link products. In addition, our digital cinema deployments are long term contracts, and D-Link had the confidence in their products to provide us with warranties that exceeded our minimum average 10-year requirement - that in itself was very important to us. They have demonstrated a willingness to work with us as a partner, not just as a supplier."

The network solution provided by D-Link includes its DGS-3627 24-port Layer3 Gigabit switches with 10Gbit/s interfaces, the DGS-3427 24-port Layer2 Gigabit

switches and the DGS-3200-10 Layer2 Security Gigabit switches. The DGS-3427 and DGS-3627 form part of D-Link's xStack family of Gigabit switches that combine enterprise levels of performance and robust security with versatile management functions and scalable flexibility.

The DGS-3427 is used as a management switch, providing the main communications link between all screens and centralised equipment. This is supported at each screen by the DGS-3200-10. The Layer3 DGS-3627 switch is used for content management; rapidly distributing content to each screen via digital projection from the central library server, which is connected over a 10Gbit/s interface.

Kevin Wen, President D-Link Europe, said, "D-Link's selection by AAM for this application is indicative of the reliability, performance and world-class support that D-Link provides, and what a customer would expect from a market leader in networking. We are very much looking forward to seeing the digital cinema project revolutionise the way in which cinemas across Europe operate, and to working closely with AAM over the next years to ensure the project is a continued success."

Azlan, Tech Data's enterprise networking distribution division, has been selected to support and supply the D-Link equipment to AAM. Commenting on behalf of Azlan, Pal Croft, European Business Development Manager said, "The partnership between Arts Alliance Media and D-Link is a significant step forward in the move towards DCI-compliant roll-out across Europe and we are delighted to be working with D-Link Europe and Arts Alliance Media to support this evolution. With our established pan-European and advanced logistics capabilities, we are able to provide tailored logistical services to help D-Link meet the needs of specialist providers of audiovisual solutions and the technology industry as a whole."

For more information on D-Link, visit www.dlink.co.uk

END OF ANNOUNCEMENT

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About D-Link:

Celebrating 21 years of "building networks for people," D-Link has grown into a billion dollar global designer, developer and manufacturer of networking, broadband, digital electronics and voice and data communications products. D-Link is responsible for 21% of all LAN switching ports worldwide, ranking as one of the top two vendors in the world. The company's solutions are ideal for digital home, small-to-medium-sized business (SMB) and enterprise environments. D-Link was recently included in BusinessWeek Magazine's 'Info Tech 100', a listing of the world's best Information Technology companies.

In Europe, D-Link has 20 offices and is headquartered in London. The region is strategically critical for the company and represents one third of its global revenues. For more information, visit www.dlink.co.uk.

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About Arts Alliance Media:

Arts Alliance Media (AAM), based in London and Paris, is Europe's leading provider of digital distribution services, dedicated to building a European digital network to deliver film to the cinema and to the home. AAM provides end-to-end digital cinema solutions encompassing equipment selection, financing and integration, operator training, installation and support, and content management and delivery, and has deployment agreements with Hollywood studios for the rollout of digital cinema across Europe. To date, AAM has installed over 400 digital cinema screens across Europe, and has handled mastering and digital print distribution of over 280 titles. AAM also source, manage and actively promote 'Alternative Content' programming for cinemas. AAM was founded in 2003 by Thomas C. Hoegh who serves as Chairman of the Board. Further information can be found at www.artsalliancemediacom

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About Azlan

Azlan, Tech Data Corporation's Enterprise business unit in Europe, is one of the region's leading value-added distributors of networking, communications and midrange solutions. Azlan enables fast, cost-effective, pan-European distribution of products and solutions for major manufacturers and publishers, including Cisco Systems, HP, IBM and Oracle. In addition, Azlan provides a variety of other value-creating services including marketing and sales support and extensive vendor training and certification programs. As part of Tech Data, which acquired the business in March 2003, Azlan continues to build on its history of excellence over the past two decades. To learn more visit www.azlan.com

About Tech Data

Tech Data Corporation (NASDAQ GS:TECD) is one of the world's largest distributors of technology products from leading IT hardware and software producers. Tech Data serves more than 100,000 IT solution providers in over 100 countries. Every day, these value-added resellers depend on Tech Data to cost-effectively support the technology needs of end users, including small and medium businesses (SMBs), large enterprises and government agencies. Ranked 105th on the FORTUNE 500(R), Tech Data generated \$23.4 billion in net sales for its fiscal year ended January 31, 2008. To learn more, visit www.techdata.com.

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