

PRESS RELEASE

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Belkin Appoints Alan Sparks as VP of Asia

(Playa Vista, CA and Hong Kong) – March 17, 2010 – Belkin International, Inc., the global leader in connectivity solutions, announces the appointment of Alan Sparks to the position of VP of Asia. Effective immediately, Alan will lead Belkin's APAC (Asia Pacific) business based in Hong Kong. In his role, Alan will have P&L responsibility for the region as well as responsibility to grow our brand awareness and preference.

Alan served recently as the Senior Vice President for APMEA (Asia Pacific, Middle East, and Africa) at Phillips' Consumer Electronics and brings 12 years of leadership experience in Asia that will prove instrumental in growing the Belkin brand in the APAC region. At Phillips, Alan spent five years in South Africa managing Phillips' Business Communications and then moved to Asia. There, Alan was the Vice President for APAC for Phillips Consumer Communications (GSM and DECT Phones), before taking on the role of Senior Vice President for the Consumer Electronics Division APMEA.

Alan successfully grew Phillips' Consumer Electronics business in almost all categories, improving effectiveness of distribution and also dramatically enhancing employee engagement within his team.

QUOTE

Mark Reynoso, CEO and President, Belkin:

- "We are eager to have Alan join the Belkin team. Alan's expertise of the market, proven track record, and experience running brand-led organizations is key to our future success. His prior role managing a billion-dollar-plus consumer electronic business in Asia is just the right experience we need to achieve our ambitious goals in that market. I look forward to the successes he will bring to the region."

To learn more about Belkin International, Inc., visit <http://www.belkin.com/pressroom/about/?sid=36>