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**Belkin Launches New Partner Program in Response to Reseller Needs**

**(Northants, UK)** – 9 February, 2009 – Belkin, the global leader in connectivity solutions has today announced the launch of the new *Belkin Partner Program*, designed to make it easier and more profitable for channel partners to sell and provide support on all Belkin products. The *Belkin Partner Program* gives channel partners access to a wealth of information and support on Belkin's diverse range of products, further enhancing pre and post sales support for Belkin resellers.

The new *Belkin Partner Program* was developed after consultation with channel partners about what they wanted most from a channel program. A Belkin survey of 133 resellers found that dedicated pre and post sales support was by far the most important benefit of a channel programme, ranking above rebates, incentives and larger margins.

Belkin has responded by placing support at the centre of its new Partner Program, recognising that in order to sell Belkin products across the range effectively, resellers require comprehensive up to the minute product information and updates on the latest technologies. The Partner Program provides members with direct access to training materials, product bulletins, and sales presentations, as well as dedicated account management via their own personalised portal.

The new Partner Program has three tiers, Select, Preferred and Premium, with membership criteria based upon the partners loyalty to Belkin. All Belkin resellers are eligible for the Select tier which provides an extensive range of benefits including a personalised portal, sales and product training materials, and access the most up to date product release information.

Based on loyalty, partners may become eligible for the Preferred and Premium tiers which provide a number of added benefits including sales tracking, access to the Belkin Message Centre, bid desk support, corporate events, rebates, and on-site training.

Alan Colley, Business Unit Manager for Belkin said, "The businesses which promote and sell our products to the end user are critical to our success and therefore providing the highest possible level of support will not only enhance our relationships with these key partners but also help to grow profitability both for their businesses and ours".

Jon Rogers, Sales and Marketing Director - UK Commercial and EMEA OEM said, "In the UK Belkin traded with over 2000 resellers last year alone. The new Partner Program is an effective mechanism for allowing us to engage with all our resellers and ensure we deliver the best possible value and support".

All Belkin resellers are eligible apply for membership of the *Belkin Partner Program*. For further information about the *Belkin Partner Program* visit [www.belkin.com/bpp](http://www.belkin.com/bpp)

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For further information or images please use the contact information above.

**About Belkin**

Belkin – [www.belkin.com](http://www.belkin.com) – offers a diverse product mix that provides people with seamless electronics integration in their homes, cars and on the go. Founded in California in 1983, Belkin is a privately held company and the recognised leader in connectivity solutions, in addition to accessories for iPod devices, computers and more. We provide extensive solutions for networking, home entertainment – with our PureAV line of cables, power and digital wireless accessories – and many more categories.

Belkin’s phenomenal growth has led to our expanding global presence. In addition to corporate headquarters in Los Angeles, we also have offices throughout the Asia Pacific region. Belkin’s European headquarters are located in the UK, with further offices in Denmark, France, Germany, Italy, the Netherlands, Spain, Sweden and Dubai (UAE) dedicated to their regional markets.