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By E-Lodgement

*Dicker Data is the
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STORAGECRAFT ANNOUNCES DICKER DATA AS NEW DISTRIBUTOR FOR AUSTRALIA
Strong SMB Presence & Synergies between Brands Leads to new Partnership

Dicker Data is pleased to announce the signing of award-winning backup and disaster recovery vendor, StorageCraft. Effective immediately, Dicker Data will gain access to the full range of StorageCraft products.

Chairman and CEO, David Dicker, said “We see a strong complementary offering in the StorageCraft range and believe it will integrate well with our existing vendor line-up. This new partnership will provide our SMB resellers with a profitable opportunity to attach one of the world’s leading backup and disaster recovery products to their solutions.”

Greg Wyman, Vice President Asia Pacific at StorageCraft, said, “We see Dicker Data as a key strategic partner, whose strength and presence among SMB resellers overshadows most other distributors in the channel. The partnership delivers real synergies, since StorageCraft strengths reside in our technology and the adoption of our solutions by the SMB channel”.

“Dicker Data is a professional and dedicated distributor, with a strong presence within the SMB channel community,” said Marina Brook, Distribution Manager Australia and New Zealand at StorageCraft.

About Dicker Data Limited

Dicker Data Limited was listed on the Australian Stock Exchange on January 24, 2011. Since its listing, the company has achieved record trading results. The Company is Australia’s largest and longest established Australian owned distributor of Information Technology products. In addition to Lenovo its vendors include Hewlett-Packard, Toshiba, Samsung, ASUS and other major brands. The Company’s clients include over 2,600 value added resellers. For more information, see www.dickerdata.com.au