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Manager of Company Announcements
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By E-Lodgement

*Dicker Data is the
registered trading name
for Dicker Data Ltd
ABN 95 000 969 362*

SCHNEIDER ELECTRIC ANNOUNCES DICKER DATA AS NEW IT DISTRIBUTOR IN AUSTRALIA

Schneider Electric, a global specialist in energy management, today announced Dicker Data as a new IT distributor in Australia. The partnership agreement allows Dicker Data to distribute APC by Schneider Electric's UPS products for home and small/medium businesses.

"Dicker Data is a professional and focused distributor providing Schneider Electric's IT Business with access into new markets. We're confident this partnership will provide incremental growth and allow us to expand our channel presence in the SMB market," said Paul Tyrer, VP Pacific, Schneider Electric, IT Business.

David Dicker CEO, Chairman of Dicker Data added; "I'm pleased to welcome Schneider Electric's IT Business into the Dicker Data vendor portfolio. The APC by Schneider Electric product range will provide our SMB reseller base with a broader range of power and UPS options from one of the world's technology leaders. We look forward to growing their market share in the SMB segment and increasing the profitability of our reseller partners."

For and on behalf of the Board,

A handwritten signature in black ink, appearing to read 'David Dicker'.

David Dicker
Chairman & CEO

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