

Region: Chile and Peru, South America

Distributor: Ripley

Chain Store: Ripley

Competing Brands: D-Link

TP-LINK AND RIPLEY FORM MUTUALLY BENEFICIAL RELATIONSHIP IN CHILE AND PERU

Over the past ten months Ripley Corp. has featured TP-Link's products in its stores. Traditionally a clothing and home furnishings retailer, the results have not been surprising from this powerhouse Chilean department store, but certainly beyond expectation. Combining

an efficient business model that has now migrated into Peru; with TP-Link's great and affordable products, both Ripley and TP-Link have benefited from this successful match and will continue to do so in the future.



Ripley Corp. is one of the largest retail companies in Chile and Peru, with Ch\$582.5 billion (US\$ 1.084 billion) income as of March 2006. Ripley Corp. operates in Chile and Peru; it currently manages 43 stores with a total sale surface of more than 280,000 Meters sq. In the last ten months, Ripley sold more than 25,000 TP-LINK products from wireless routers, and large quantities of related USB, PCMCIA, PCI wireless adapters and antennas. In Chile, TP-LINK has already become a popular brand.

