

2007

PowerShift™ Partner Program Guide



NETGEAR®
POWERSHIFT™
Partner Program

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WELCOME TO THE POWERSHIFT PARTNER PROGRAM

I wish to thank many of you who provided feedback and helped us create a more robust, partner-focused program.

We have listened to your suggestions, and enhanced the program with additional offerings and benefits. We will continue to build and enhance our program focused on helping you grow your revenue and profitability.

The PowerShift Partner Program is comprised of two levels. Your level is based on your commitment to NETGEAR, and these achievements are rewarded with a rich array of benefits offered at each level.

We consider our partners an extension of the NETGEAR team. Please take a moment to review this Partner Program Guide to understand the latest updates. Our goal is to have an outstanding partner program uniquely suited to help facilitate your engagement with NETGEAR and assist you in securing new business opportunities.

We are committed to growing our partner relationships and we thank you for your continued support of NETGEAR and our PowerShift Partner Program.

Yours sincerely,
Deborah Williams
Chief Marketing Officer
NETGEAR, Inc.

As a NETGEAR PowerShift Partner, you have access to a wide array of sales, marketing and support resources from NETGEAR, Inc. -- a leading worldwide provider of technologically advanced, branded networking and security products since 1996.

A Company You Can Rely On

NETGEAR produces a series of innovative, easy, and affordable solutions designed to meet the current and future networking needs of our customers. Our commitment to the small and mid-sized business market, has made us a trusted resource for millions of businesses worldwide who can select from our broad range of secure, technologically advanced networking products and take advantage of our superior service and support.

Products Made Specifically For Business

Our suite of professional products—the ProSafe™ Business Networking Product Line —helps your small and mid-sized businesses customers meet the demands of their continually growing networks. NETGEAR ProSafe solutions provide industry-standard security, reliability, quality, performance, and affordability.

Higher Gross Margins

NETGEAR makes it easier for you to increase your bottom line. The PowerShift Program provides you with easy to use, easy to manage benefits such as:

- Upfront Discounts, No Minimum Order Requirements
- Volume Incentive Rebates and Mail in Rebates
- Exclusive US-Based 24x7 Device Level Support
- Deal Registration Program
- Risk-Free Evaluations

Consistent Value For Your Customers

By using NETGEAR solutions to solve your customer's networking challenges, you create a trustworthy partnership, encouraging repeat business through long-term satisfaction. It's a win-win solution for both your business and your customers.

WHY NETGEAR?

Reliability

NETGEAR ProSafe creates highly reliable networking products through rigorous quality testing and exceptional engineering.

Value

NETGEAR ProSafe provides more value from network investments by delivering advanced technology, ease of use, superior return on IT, and lower cost of ownership—all without the price premium and complexity of competitive offerings.

Security

NETGEAR ProSafe security solutions proactively detect and protect against threats with advanced security technologies built on trusted open standards.

Productivity

Our networking solutions are designed to minimize complexity and simplify use — which means your customers save valuable time in setting up and managing their network.

Innovation

Our HERITAGE of designing INNOVATIVE networking products for the small and mid-size business means you can deliver advanced technology at your customers' price points.

Choice

NETGEAR offers the widest selection of secure, reliable, wired and wireless products from the edge to the backbone of business networks.

NETGEAR History at a Glance

1996 NETGEAR founded as a division of Bay Networks

1998 Bay Networks acquired by Nortel Networks

2002 Nortel Networks divests NETGEAR, becomes private

2003 NETGEAR goes public, NASDAQ symbol: NTGR

2006 NETGEAR honored in Business Week's "Hot Growth 100" list of fast-growing companies for second consecutive year

Today NETGEAR is sold in over 30 countries by VARs and retailers worldwide



VAR Business Magazine 2003-2006 Awards

NETGEAR® PowerShift Partner Program Receives Five-Star Vendor Certification from CMP's VARBusiness Magazine. NETGEAR is acknowledged for the strength and commitment of its reseller program in the data networking category

POWERSHIFT PROGRAM BENEFITS AND OFFERINGS

Reseller partners benefit in multiple ways from NETGEAR's PowerShift Program. The table below provides you a quick overview of enhancements that you can take advantage of.

PowerShift Program Levels	
Gold	Platinum
NETGEAR Gold PowerShift Partners can access a variety of sales and marketing tools and resources. Gold partners can also participate in attractive benefits designed to help sell into the small and mid-sized business segment and to help their business grow.	Platinum Partner is our highest membership level. Platinum Partners consistently demonstrate their commitment to NETGEAR. You will receive the highest level of recognition, engagement, and dedicated account management when you reach this level. Membership into the Platinum level is by invitation only.

NETGEAR Partner Benefits	Gold	Platinum
RESELLER BENEFITS		
Program Fees	Free	Free
Upfront Product Discounts, No Minimum Order Requirements	●	●
Volume Incentive Rebates (VIR)	●	●
Government / Education Discounts	●	●
Dedicated Account Manager		●
Deal Registration Program	●	●
Access to Mail In Rebate (MIR) and Other Promotions	●	●
SUPPORT		
Direct Access to 24x7 US-Based Device Level Technical Support	●	●
Direct Access to Advanced Network Configuration Technical Support		●
Direct Access to Pre-Sales Sales Engineer (SE) Support		●
RISK-FREE Product Evaluation	●	●
SALES & MARKETING		
Market Development Funds (MDF)		●
Listed on "Where to Buy" on NETGEAR Website	●	●
Premier posting Vertical Section "Where to Buy"		●
Marketing & Sales Toolkits	●	●
Welcome Pak	●	●
Joint Sales Call Support		●
Go-to-Market Toolkit	●	●
PRE/POST SALES		
Network Design and Topology Diagram	●	●
Access to On-Line and Advanced Return Material Authorization (RMA)	●	●
Advanced Product Road Map Review		●
Notification of Product Changes:	●	●
- Electronic Component Notification (ECN)		
- Electronic Component Request (ECR)		
- End of Life (EOL)		

MANY REASONS TO PARTNER-UP

As a PowerShift Partner, you have a wide variety of marketing and support options available to help drive your sales and profits.

Dedicated Account Managers

NETGEAR's dedicated Account Managers will assist Platinum partners in the following activities:

- Joint sales calls
- Product training
- Demand generation activities with PowerShift Partners
- Live seminars to PowerShift Partner's customers
- Conduit between PowerShift Partners and various departments within NETGEAR's organization such as Support, Operations, Distribution.

Pre-sales Support

You will receive direct access to NETGEAR's pre-sales professionals who can help you in technical and competitive sales environments.

Netgear's partners have access to NETGEAR University, a comprehensive tool that can be used to enhance their business and technical knowledge of the NETGEAR product portfolio. Many partners use the tools found there to assist in pre-sales and designing network topology. Account Managers are always available to assist in selecting the optimum designs.

Dedicated Priority Technical Support

Go to the front of the line. NETGEAR's dedicated priority technical support assists partners with rapid, proactive and personalized support services. You will receive expert advice in a timely manner with multi-tier escalation support to ensure that you have the fastest and most responsive issue resolution.

NETGEAR provides you with Device Level US-based Dedicated Priority Technical Support. We assist you with all support issues to resolve end user technical support issues with a two-hour call back maximum.

Technical support is provided on a 24x7 basis and is reserved for PowerShift Partner access only. As a PowerShift Partner you receive the following support:

- Installation and Configuration
- Troubleshooting
- Basic Feature Configuration
- Advanced Feature Configuration
- Network and Third-Party Product Integration

MANY REASONS TO PARTNER-UP

PowerShift Technical Support	Device Level Support	Advanced Network Configuration Support
Partner Level Supported	Gold PowerShift Partners	Platinum PowerShift Partners
Hours of Operation (PST)	24x7x365	M-F: 6AM-6PM
Location	US	US
SUPPORT SCOPE		
Installation & Configuration	✓	✓
Troubleshooting	✓	✓
Basic Feature Configuration	✓	✓
Advanced Feature Configuration	N/A	✓
Network & 3rd Party Prod Integration	N/A	✓
SERVICE LEVEL		
Response Time (typical, minutes)	5	2
Call Back Time (hours)	2	0.5

NOTE: Gold PowerShift Partners will be referred to NETGEAR ProSupport Services for technical support that exceeds Device Level Support above.

For more details about NETGEAR's technical support services, speak with your Account Manager or visit the partner portal at www.netgear.com/Partners/PowerShift

Incentive Discounts

NETGEAR provides Platinum and Gold PowerShift Partners with substantial discounts through Distribution on all networking and security products. Discounts are "stackable" which allows the PowerShift Partners to earn incremental discounts per order. Contact your Account Manager for details.

24 Hour Advanced Swap Return Materials Authorization (RMA) Process

NETGEAR provides all PowerShift Partners with an exclusive expedited 24 hour RMA process for products that need to be returned to NETGEAR for warranty repair or replacement. Before an RMA will be issued, a Support Engineer will determine via email or phone that the product is defective. The PowerShift Partner will then be issued an RMA number and their information will be entered into the RMA system.

Within 24 hours of the RMA being issued a replacement unit will be shipped second day express delivery at NETGEAR's expense any where in the United States. An authorization will be held on the PowerShift Partners credit card for up to 30 days or until the defective units are returned to NETGEAR at which time the authorization will be removed. The PowerShift Partner is responsible for return freight to NETGEAR.

MANY REASONS TO PARTNER-UP

If the product is found to be under warranty, the PowerShift Partner will be notified via email that the product has been fixed, repaired or replaced and to expect the product via NETGEAR's standard shipping policy.

If the product is found to be out of its warranty coverage or has been damaged by abuse, accident, misuse, misapplication or as a result of service or modification other than by NETGEAR, the PowerShift Partner will be informed of any repair cost that will be charged before any work will be performed by NETGEAR.

Training and Education

NETGEAR University is a comprehensive training tool that can be utilized by PowerShift Partners to enhance the business and technical knowledge of the ProSafe product portfolio they sell. Go to <http://university.netgear.com> for additional information.

Technical Presentations and Whitepapers. Gain valuable insight into the technical aspects of NETGEAR's products and services.

Webinar Series

NETGEAR'S webinar program provides PowerShift Partners with the opportunity to attend live seminars, training sessions, product launches, demonstrations and briefings. By participating in these informative events, PowerShift Partners are able to stay current on the capabilities of NETGEAR products and learn how they can create world-class solutions for their customers by incorporating NETGEAR products into their applications.

On behalf of its PowerShift Partners, NETGEAR will also host and sponsor joint Webinars to promote the value of the PowerShift Partners solution incorporating NETGEAR's networking and security products to our mutual customer and prospect data base. By taking advantage of these sponsored events, PowerShift Partners will be able to efficiently market their product to a broad range of customers and present solutions that address the business challenges of customer's specific vertical applications.

Marketing and Sales Resources

Key information about selling and marketing is available in one central location for you to access anytime. Our partner marketing and sales programs are designed to assist you in promoting awareness of your solutions and building a stronger vertical focus.

Go-to-Market Toolkit

NETGEAR believes in partner enablement. The Partner Portal provides you with a comprehensive set of sales and marketing tools such as:

- Images and Logos
- Collateral
- Success Stories
- Competitive Information
- Configuration and Sell Sheets

Partner Bulletins. NETGEAR keeps you informed and in the know with regular Partner Bulletins.

MANY REASONS TO PARTNER-UP

Market Development and Promotion

Partner visibility and awareness is important in establishing and nourishing strong partner relationships. NETGEAR provides the following activities to provide a linkage between our companies.

- Joint vertical tradeshow participation
- Corporate end user client Technology Symposiums
- Assistance with lead generation
- Posting on the NETGEAR PowerShift Partners Directory page
- Participation in joint advertising opportunities
- Launch Assistance for Joint-Solution Providers
- Utilization of the NETGEAR PR resources to create and publish success stories

30 Day RISK-FREE Evaluation Program

This benefit allows eligible partners to purchase evaluation units of NETGEAR hardware at a significantly reduced price. These units may be used to facilitate product sales. Quantity limits apply.

Business class products are available to PowerShift Partners to enable them to acquire a demo inventory to support their development efforts and customer evaluations.

Upon completion of the evaluation, the PowerShift Partner has the opportunity to keep a maximum of two of each participating product at the programs special one time evaluation cost or to return the product for a full refund. For more information on program eligibility, fact sheets, and terms for your region, or to submit a request, visit the Benefits section of the PowerShift Partner Portal.

Deal Registration Program

NETGEAR'S Deal Registration program provides PowerShift Partners price protection. By registering the end-users name and deal details, PowerShift Partners will be provided a Special Price Authorization (SPA) for the products requested. This SPA, once registered with NETGEAR, will not be offered to another requesting channel partner as long as the programs conditions have been fully met. Review separate program guidelines and details on the PowerShift Partner Portal to submit a Deal Registration Request.

PowerShift Partner Portal

This comprehensive information site provides PowerShift Partners with what they need to be successful selling and supporting NETGEAR and is available for all approved partners.

The Partner Portal is an easy-to-use web site, for U.S. and Canada partners and is the main point of access for all of the latest PowerShift Program tools and information.

MANY REASONS TO PARTNER-UP

Toolkit – one-stop shop for sales and marketing tools that support and expand your potential for increasing sales of NETGEAR products and solutions.

News – the latest information on products, programs, promotions, and training.

Programs – marketing tools to assist, increase, and reward partner sales.

Promotions – currently available promotions to help generate demand and increase sales.

Product – data sheets, product images, reference guides, configuration tools, literature ordering.

Training – information seminars, classes, web-based training.

Logistics – authorized distributor lists, deal registration tools and, product returns information (RMA).

Support – technical documents and tools to assist in servicing and supporting NETGEAR products and solutions.

Login and Apply to NETGEAR's PowerShift Partner Program

www.NETGEAR.com/Partners/PowerShift

PowerShift Partner Customer Support

(888) NETGEAR (888-638-4327)

Technical Support

Device Level Technical Support, 24x7 support
(877) 292-3155

Please Note: The Priority Support Line is reserved only for PowerShift Partner use -- it is not for customers, consumers or unregistered partners.

Priority Email Support

support@netgear.com

Sales

(866) 480-2112
(408) 907-8000
sales@NETGEAR.com

Account Managers

To contact your PowerShift Account Manager, please select your based on location from the list below:

Southeast **Jason Blanchard**
(408) 907-8115
Southeast_Accounts@NETGEAR.com

Southwest **Kris Hopewell**
(408) 907-8120
Southwest_Accounts@NETGEAR.com

Northwest **Janine Bodwin**
(408) 367-7981
Northwest_Accounts@NETGEAR.com

Northeast **Kevin Daniels**
(408) 367-7986
Northeast_Accounts@NETGEAR.com

Midwest **Randy Zimmerer**
(408) 367-7980
Midwest_Accounts@NETGEAR.com

NETGEAR reserves the right to enroll Partners at its discretion and to limit the participation and availability of all benefits, in whole or in part, to Partners. Participation in the PowerShift Program is subject to approval by NETGEAR.

PowerShift Partner agrees to use its best efforts to resell NETGEAR networking and security products and agrees not to participate in any gray marketing of NETGEAR products.

PowerShift Partner has the sole discretion to set its prices for the NETGEAR products. However, PowerShift program benefits may be withheld at NETGEAR's sole discretion if PowerShift Partner does not adhere to NETGEAR's Minimum Advertised Price Policy (MAP).

PowerShift Partner is required to have a sales force.

PowerShift Partner should purchase all of its NETGEAR hardware for the solution from Distribution (i.e., Tech Data, Ingram Micro, Synnex, Jenne, MA Labs, ASI, Labs and D & H).

PowerShift Partner will provide a monthly best effort forecast to its NETGEAR Strategic dedicated Account Manager.

PowerShift Partner will list NETGEAR as a Networking and Security partner on its own website and have a dedicated link to NETGEAR solution options.

Confidentiality: Both parties shall maintain the confidentiality of these arrangements for up to six months after termination of participation in the program.

Quarterly Business Reviews (QBRs) will be conducted with Platinum level PowerShift Partners to evaluate each partner's performance based on program expectations.

Term: This agreement shall expire on December 31st, 2007 and may be re-established upon agreement by both parties for a period not to exceed twelve months.

Termination: This agreement may be terminated at any time.

By completing and submitting the NETGEAR PowerShift Partners on-line Candidate Application the prospective partner is agreeing to the above listed terms and conditions.

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