



NEWS

DELL CANADA ANNOUNCES 10 SMALL BUSINESS EXCELLENCE AWARD FINALISTS

Award recognizes small businesses that use technology to better serve customers

TORONTO and HALIFAX, June 25, 2008 – At the 2008 [International Council of Small Business](#) (ICSB) World Conference in Halifax, Nova Scotia, Dell Canada today announced the ten finalists for the company's fourth annual Small Business Excellence Award. To learn more about the award, visit www.dell.ca/ceaward.

“Technology facilitates interaction and trust with customers. Successful small businesses are leveraging that asset to grow their businesses,” according to Kevin Peesker, vice president and general manager Small and Medium Business, Dell Canada. “The ten finalists clearly demonstrate innovative application of technology, and we are proud to recognize them.”

Each of the finalists will receive a Dell [business-class laptop](#) computer, and a national winner will be named in August following another round of judging. The national winner will then be considered from among 12 country winners for the first global Dell Small Business Excellence Award that will be announced in fall 2008.

The 2008 finalists for the Dell Canada Small Business Excellence Award are:

- **Britec Computer Systems**, Ltd., Calgary, Alberta implements information solutions, providing support, accounting software and network systems.
- **Eclipse Awards**, Vancouver, British Columbia is a supplier of personalized crystal recognition awards.
- **Fifth P Solutions** Inc, Mississauga, Ontario, helps clients deliver their brand promise by developing learning solutions that enable their people to provide a superior customer experience.
- **Global Infobrokers Inc.**, Saskatoon, Saskatchewan provides entrepreneurial training, development and coaching by entrepreneurs for entrepreneurs.
- **Jolera Inc**, Toronto, Ontario is a technology consulting, integration and support firm.
- **SAFEC Inc.**, St. Laurent, Quebec offers businesses a tool that enables them to quickly source information on government and private funding programs.
- **Speechworks**, Winnipeg, Manitoba works with people of all ages with speech, language, fluency and voice disorders.
- **2Design Web**, Ottawa, Ontario is a web design company specializing in content management solutions.

- **Valerie's Extended Wear**, Marathon, Ontario provides retail plus size clothing, men and women's regular sized clothing and consignment goods.
- **WRI Supply**, Kelowna, British Columbia, is a wholesale distributor of sign, digital and awning supplies.

Canada 2008 Small Business Excellence Award Value

- \$25,000 in Dell products and services;
- Day of best-practice sharing with Dell executives, including Chairman and CEO Michael Dell subject to his availability

Global 2008 Small Business Excellence Award Value

- \$50,000 in Dell technology and services;
- Featured in an entrepreneurs summit including conference time with Chairman and CEO Michael Dell subject to his availability;
- Lifetime membership in the **International Council for Small Business (ICSB)**;
- Engagement with **Endeavor's** network of business leaders and high-impact entrepreneurs in emerging markets worldwide.

About Dell Canada Inc.

Headquartered in Toronto, Ontario, Dell Canada Inc. is a wholly owned subsidiary of Dell Inc. Dell Canada is among the leaders in desktop products, laptops, servers and storage, and has offices in Toronto, Ottawa and Montreal. Information about Dell Canada and its products can be found on the World Wide Web at www.dell.ca.

About Dell

Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services they trust and value. Uniquely enabled by its direct business model, Dell is a leading global systems and services company and No. 34 on the Fortune 500. For more information, visit www.dell.com, or to communicate directly with Dell via a variety of online channels, go to www.dell.com/conversations. To get Dell news direct, visit www.dell.com/RSS.

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