



DELL PARTNERS WITH GIZMO TO EXPAND ITS CONSUMER SERVICES AND SUPPORT IN AUSTRALIA

SYDNEY, Australia, July 31, 2008 – Dell Australia and gizmo today announced a partnership which will enable Dell to expand the range of services and support it provides to consumers across Australia.

The news signals the first time Dell has partnered with an organisation in Australia dedicated to providing technical services and support for consumers.

Australian consumers who purchase Dell products from 1 August will have the opportunity to add-on comprehensive, convenient and easy-to-use in-home and remote support services. These services will be sold by Dell or gizmo and will include a combination of stand alone and combined services, offering customers additional value.

Stand alone services include:

- **Set Me Up;** providing assistance with setting-up new Dell computers, transferring files or installing hardware and software for AUD\$149.
- **Network Me;** providing assistance with setting-up wireless networks and the devices connected to them, such as Dell laptops and Dell wireless printers, for AUD\$169.

Combined services include:

- **Set Me Up and Network Me;** providing assistance setting-up Dell computers and creating a new home network for the special price of AUD\$243.50.

- **Set Me Up and Show Me;** providing assistance setting-up Dell computers and training for an hour on how to use them for the special price of AUD\$223.50.

Evan Williams, Dell's Southeast Asia Consumer Sales and Marketing general manager said, "Our partnership with gizmo builds on and complements Dell's recent moves to expand our range of consumer products and solutions, and expansion into retail.

Now we can offer Australian consumers even more best-in-class services and support, including in-home installations, advice and education. Having these added abilities is a key component of our consumer strategy and we believe they will further enable us to provide a superior customer experience."

Brett Chenoweth, gizmo CEO said, "gizmo is excited to be working with Dell. We were selected by Dell after a competitive review and we were their number-one choice. We feel we can offer the best quality customer experience to Dell's Australian consumer and home-office markets.

For consumers, this partnership will deliver a personalised support service, as well as enable customers to make the most of their Dell purchases."

Dell customers who buy these new support services, can do so when making their computer purchase on the telephone, at one of the kiosks Dell operates in Australia or online under the "Dell Services: Installations, Education and More" category. Those who do not need to buy a computer but would like to buy one of the in-home technical or remote services may call gizmo on 1300 858 456. All Dell warranties that relate to Dell's-branded products and service still apply and are separate to the additional support services that will be provided by gizmo.

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.

About gizmo

Whether it's over the phone or we come to your home, gizmo provides Australian consumers with a range of support services that help them make the most of their technology purchases. Australian-owned gizmo gets computers, gadgets and other technologies. And we use our expertise to help Australians gain greater enjoyment from their technology.

Gizmo's services are available from 8am to 10pm weekdays and from 9am to 6pm on weekends. For more information or for gizmo service, please visit www.gizmo.com.au or call 1300 275 449.

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