



FOR SMALL BUSINESS

Recognizing Superior Customer Value And Experience

(NAPSA)—Consumers may soon benefit from a new award program that honors small businesses that instill the spirit of innovation and apply information technology to improve the customer experience.

To be considered for the award, small businesses must show how they have used information technology to drive a significant change and/or develop a competitive advantage in delivering superior customer value and experience, including customer case studies.

The winner will receive \$20,000 in technology from Dell; a “Day with Dell” program with Dell experts, including Michael Dell, to share best practices in technology; a lifetime membership to the National Federation of Independent Business (NFIB); and other prizes. Nine finalists will receive a Dell Latitude notebook computer and a one-year membership to NFIB.

“Twenty years ago, as a small business, we introduced the direct sales model, with a singular focus on listening to customers and working hard to get them exactly what they need,” said Michael Dell, chairman and chief executive officer. “This approach has been instrumental in our growth. Our partnership with NFIB gives us

an opportunity to highlight the successes of small businesses through the award program.”

Selection of the winner will be announced at the NFIB National Small Business Summit in Washington, D.C., June 16 to 18, 2004.

“Small businesses fuel our economy and their success is essential to the productivity of the nation,” said NFIB President and CEO Jack Faris. “NFIB is pleased to join Dell in honoring small businesses that provide exceptional customer service.”

For a complete description of the criteria and to submit an application, visit the Web site at www.dell.com/excellenceaward. Submissions will be accepted online until March 31, 2004.

The National Federation of Independent Business is the nation’s largest small-business advocacy group. To learn more about the National Small Business Summit, visit the Web site at www.NFIB.com/summit.

Dell Inc. (NASDAQ: DELL), through its direct business model, designs, manufactures and customizes products and services to customer requirements, and offers an extensive selection of software and peripherals. For more information about the company and its products, visit www.dell.com.