

Dell Supplier Diversity Summit Focuses on Partnering For Economic Growth Company Announces 'Direct Talk' for Diverse Suppliers

Round Rock, Texas, January 10, 2007

A program making it easier for diverse-owned businesses to work with Dell was announced today by CEO Kevin Rollins.

Mr. Rollins also declared that partnering for economic growth is a company goal in an address to about 200 suppliers, corporate customers and Dell purchasing managers convening here for the annual Dell Supplier Diversity Summit

"Dell is committed to increasing opportunities for established small, women-owned and minority-owned business enterprises," said Mr. Rollins. "We believe that by doing so we're not only able to support these growing companies, but in addition we're able to bring more value to our customers and contribute meaningfully to the economic growth of the communities we serve."

Attendees were introduced to Dell's "Direct Talk," a program enabling qualified diverse-owned companies throughout the country to meet frequently with Dell to discuss purchasing opportunities. "Direct Talk," scheduled to launch later this year, will allow Dell to reach a broader audience and enhance the effectiveness of its diversity procurement process.

The Dell Supplier Diversity Summit serves as an educational and networking forum to address how to do business with Dell. During the event, Dell purchasing managers offered information on products and services required by the company and an introduction to Dell's Internet negotiation process. Additionally, several Dell corporate customers discussed their own prospective business opportunities with the suppliers.

Dell executive leaders were joined by leading Minority Business Enterprise (MBE) development experts who shared best practices and insights on increasing and establishing supplier diversity opportunities. Speakers included: Harriet R. Michael, president of the National Minority Supplier Development Council; Debbie Hurst, president of the Women's Business Council Southwest; and David L. Steward, founder of World Wide Technology.

About Dell Supplier Diversity

Through its supplier diversity program, Dell provides equal access to potential business opportunities for qualified MBEs throughout the country that supply high-quality materials and services to participate as partners and suppliers within its corporate supply chain. Supplier diversity is integrated into corporate strategic plans for growth. Year-over-year spending with minority and women business entrepreneurs continues to grow at a 20 percent rate.

This year, Dell moved up to second place on DiversityBusiness.com's list of the Top 50 Organizations for Multicultural Business Opportunities and received the "2005 Corporation of the Year" award from the Central & South Texas Minority Business Council (CSTMBC). The annual award goes to the member corporation that demonstrates the deepest commitment to minority business development. In August 2005, Hispanic Network magazine listed Dell as a Top Company for Supplier Diversity.

About Dell

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