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SHANGHAI, CHINA—[Dell](#) and [Intel](#), in partnership with [Bloomberg LINK](#), today announced that the [Dell Women's Entrepreneur Network](#) will take place during the [World Expo](#), Shanghai 2010, on June 20-22, 2010. This inaugural event is an extension of Dell's "[Take Your Own Path](#)" campaign, highlighting how entrepreneurs' innovative use of technology, results directly in business success.

This two-day event connects [75 female](#) founders, CEOs and innovative leaders who run businesses in the world's top markets to celebrate the impact that women-owned businesses have on the economy and share best practices within the unique and challenging world of running high-growth companies to make it to the next level.

"As an entrepreneur, I've witnessed how women are playing increasingly important role in the social economic development, and I believe women acquire more of tenacity and belief when facing tough business situations," said founder of [Silk Road Telecommunications](#) (SRT), Qiu Lixia.

"Twenty five years ago Dell started as an entrepreneurial adventure and we're proud of those roots. We believe it takes an extraordinary person to launch and run a business and the Dell Women's Entrepreneur Network [underscores our commitment](#) to

DELL UNLEASHES THE POWER OF WOMEN IN BUSINESS, CONNECTS TOP GLOBAL ENTREPRENEURS AT THE WORLD EXPO, SHANGHAI 2010

supporting individuals with a big idea," said Paul-Henri Ferrand, Chief Marketing Officer, Dell Consumer, Small and Medium Business.

Made up of Bloomberg editors and female founders of companies in the medium space from Canada, The United States, Brazil, China, Japan, Australia, India, The United Kingdom, France and Germany, [the agenda will cover](#): Doing business in China, technology as a strategic business tool, customer strategies, design driven innovation, sustainability, doing business in emerging markets, scaling for growth, talent management, social media and critical issues for boards. The program will also spotlight entrepreneurial success stories and create an atmosphere designed for establishing this important, and much needed, network during the event and beyond.

"I am very excited that this event has brought the women entrepreneurs together in Shanghai", said by Elaine Chang, General Manager of Marketing and Channel Group of Intel China, "For over 40 years, Intel has been dedicated to improving people's lives and fostering the success of the enterprises by its innovative technology. Intel would like to share how technology combined with vision creates an astounding force in moving business into a successful and new realm."

Continued on page 2



We invite global women entrepreneurs to join in the conversation and share how they're "Taking their own Path through Global Technology Strategies" via the [Dell Women's Entrepreneur Network](#) on Linked-In.

"From the beginning, we've adhered to a technology strategy and budget centered around meeting our customers' needs – how do we plan and allocate our resources to better serve our customers. A few years ago, that was investing in search engine optimization and a world-class Website. Today, it is implementing a remote video conferencing solution so I can reach clients in Hollywood and Nashville from right here in my office, said Megan Duckett, founder and CEO of custom stage curtain and theatrical drapery manufacturer [SewWhat?Inc.](#) [Click here](#) to view a video interview with Megan.

"Technology enables businesses of all sizes to find, recruit and retain the best talent in the market," said Debra Ruh, founder and CEO of [TecAccess](#). "But more importantly, technology improves access to things like job resources and training on the Internet so that people from all walks of life have an equal opportunity for rewarding employment."

Content from the event can be found on Twitter [@#dwen](#) and at [Dell for Business](#) Facebook page.

About Take Your Own Path

Understanding the unique challenges and rocky journey's that entrepreneurs face led to inception of Dell's Take Your Own Path campaign – Dell's first, truly global marketing campaign. Take Your Own Path recognizes those extraordinary entrepreneurs, dubbed heroes.

The Dell campaign, partnered by Intel, takes the traditional idea of a celebrity endorsement and adds a new twist, by treating customers – many of which have achieved extraordinary things through the use of their technology - as celebrities.

This award winning campaign was first piloted in India and now includes 45 heroes in countries including the United States, China, Japan, Germany, France, the United Kingdom and Brazil.

About Dell

As the visionary outcome of a true entrepreneur, Dell (NASDAQ: DELL) is committed to helping small and medium businesses solve their technology challenges, ease business pain points and draw greater value from IT. With ProManage-Managed Services, Optiplex, new Latitude laptops, the designed-for-small business Vostro line, energy-efficient PowerEdge servers and Small and Medium Business Solutions Center, Dell is here to support entrepreneurs every step of the way.

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