

## 2007 United States CXOs' Choice Award for Overall Best Laptop Personal Computer

**Frost & Sullivan's 2007 United States CXOs' Choice Award for Overall Best Laptop Personal Computer is presented to:  
Dell, Inc.**

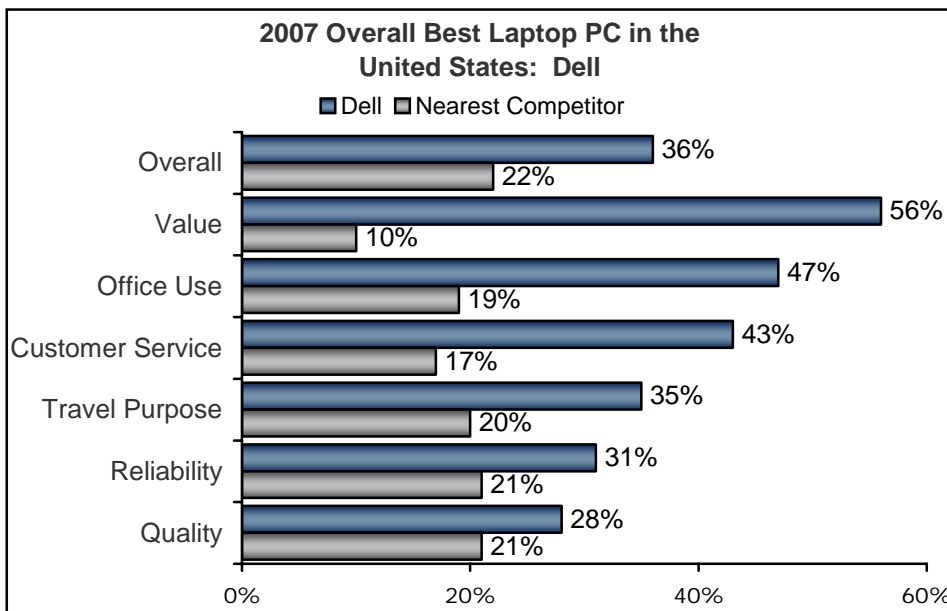


On the basis of Frost & Sullivan's independent research, *2007 United States (U.S.) CXOs' Choice: Evaluation of Mobile Communications & Computing Companies*, Dell Inc. emerged as the overwhelming leader in the majority of categories tested. Thus, Dell, Inc. is recognized as being the "Overall Best Laptop Personal Computer in the United States" among Dell's top competitors.

### Survey Results

#### ***Dell Sweeps the Competition and Is Known For Its Solid Performance!***

The overwhelming results of this research demonstrate the strong reputation that Dell, Inc. has among the U.S. CXOs. Impressively – as shown below – Dell is preferred by the CXOs in 7 of the 11 categories tested. Specifically, value appears to be Dell's strongest feature...as 56 percent of U.S. CXOs perceive Dell as the overall best value compared to its nearest competitor (10 percent). Apart from value, Dell's Laptops are also considered "best" for office use (47 percent), customer service (43 percent), travel purposes (35 percent), reliability (31 percent), and quality (28 percent). As expected – given the sheer number of categories in which Dell is chosen as best – Dell is also selected as the 2007 "Overall Best Laptop PC"...which is significantly above Dell's nearest competitor (36 percent vs. 22 percent).



Respondents are instructed to select the Best Brand from a list of market participants. Respondents are encouraged to specify other selections if their brand choice is not listed. Only the nearest competitor is listed in the above chart.

### What U.S. CXOs are saying about Dell:

*"After a long and exhaustive search, we found Dell as the best company who can serve us the best according to our needs."*

*"Based on my personal and business experiences, I have been very satisfied with Dell's product and services."*

*"We buy them (Dell Laptops) at fair price and they work well and we get good service."*

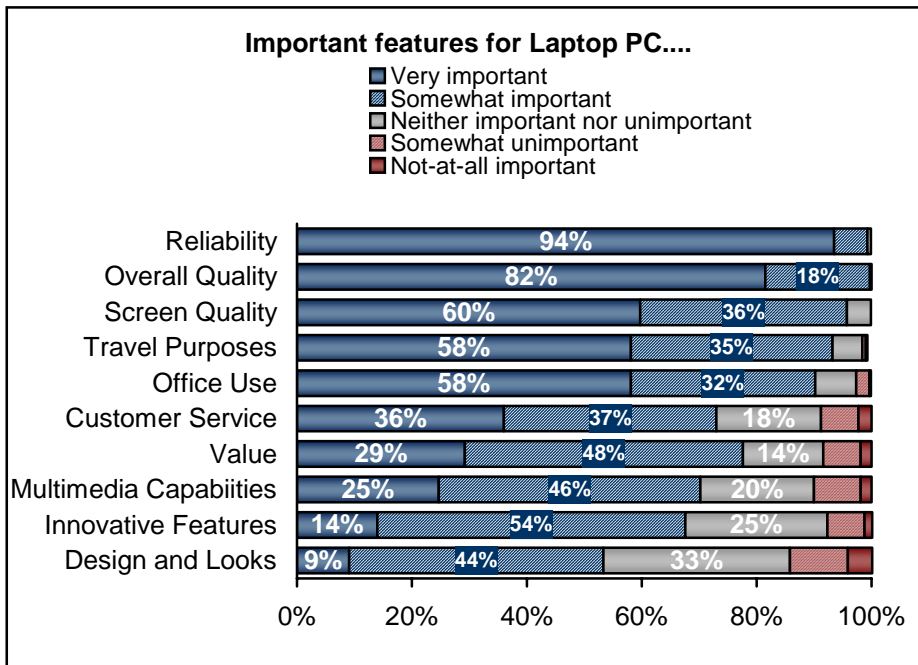
*"Best value proposition."*

*"...highest quality at reasonable price and this includes support."*

**Survey Results (Continued)**

**Dell Contains the Features Most Important in a Laptop PC!**

Important to note as well, is that U.S. CXOs report that reliability and quality are the two most important features of Laptop PCs (94 percent and 82 percent, respectively). And since the largest proportion of U.S. CXOs perceives Dell's Laptop PCs as best for these two characteristics, it is quite apparent why Dell is recognized as being the Overall Best Brand of Laptop PC.



**What U.S. CXOs are saying about Dell (Continued):**

*"...clarity of overall operation and utility..."*

*"...(Dell's) consistent quality, ease of use and excellent service."*

*"...custom-built systems, fast tech response, great performance and reliability."*

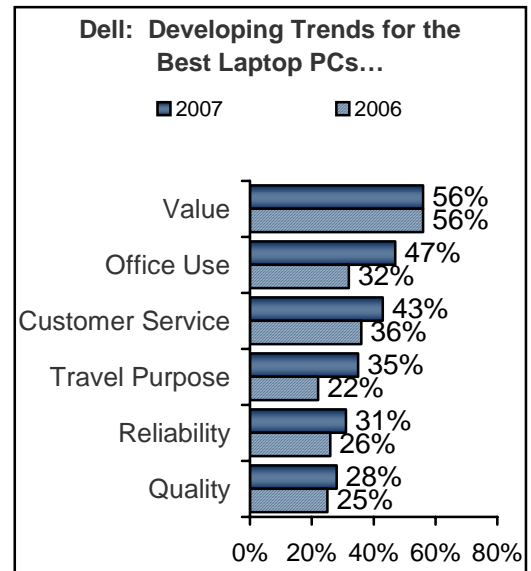
*"Experience with Dell Laptop...very few problems, even when there were any, they (Dell) fix them quickly."*

*"I have always had good results with (Dell)...good performance, no problems or issues, good design and good price."*

**Dell's Solid Reputation Grows From Last Year!**

As seen to the right, Dell is simply repeating their great performance of being the best in many of the categories tested...notable is the increased proportion of U.S. CXOs select Dell compared to last year. Most significant is the increased perception of Dell's Laptop PCs as best for office use (up 15 percentage points to 47 percent).

This clearly states that Dell is committed to provide better service to its customers through improved product lines as a result of which it has been able to increase its position in the Laptop PC market in United States which is a highly competitive market. Specifically, this significant attribute has earned Dell, Inc. the top preference among business leaders – who are a demanding and powerful reference group with the ability to influence the purchases and enhance credibility for companies' products and services...as well as influence personal-use consumers.



**Company Background: Dell, Inc.**

Dell, Inc. is the world's leading computer systems company headquartered in Round Rock, Texas, USA. Dell designs, builds, and customizes products and services to satisfy a range of customer requirements. These products and services include enterprise systems (servers, storage and networking products), client systems (notebook and desktop computer systems and workstations), printing and imaging systems, software, displays, peripherals and more. Uniquely enabled by its direct business model, Dell sells more systems globally than any computer company, placing it No. 34 on the Fortune 500. Revenue for the last four quarters totaled \$57.5 billion and the company employs approximately 88,100 team members around the globe.

Dell manufactures five notebook/mobile workstation brands: Latitude™, Inspiron™, XPS™, Vostro™, and Precision™. Each of these brands of notebooks/mobile workstations has the various types of customers in mind – personal users and enterprises – small vs. medium/large – thus demonstrating that Dell is willing and able to meet the needs of every notebook user.

Dell also strives to gain and keep customers via their reliability/quality, competitively priced products and customer service. Specifically, regarding reliability/quality, Dell rigorously tests many of the components of its notebooks in their Quality & Reliability Lab in Austin, Texas. Various performance tests are conducted: Environmental Exposure, Drop & Shock, Highly Accelerated Life, LCD Durability, Hinge Cycling and Keyboard Cycling. All of these tests ensure that Dell's notebooks can withstand the environments and situations that actual users might encounter. Furthermore, Dell builds their notebooks on a magnesium alloy chassis...thus, creating a notebook that is durable (i.e., able to withstand scratches and dents) yet is lightweight.

And Dell offers these high quality, reliable products at competitive prices. Dell actively monitors the market and their competitors to ensure they are providing the best prices and overall value. Dell then also combines their valued products with their recognized customer service to ensure that customers are satisfied from the beginning and remain so throughout the life of their products...with the hopes that customers will remain loyal to Dell regarding their future purchases.

All of these factors – as well as many others – combine to ensure that Dell is the leader of notebooks as well as the other products and service offered!

**Award Description**

The Frost & Sullivan CXOs' Choice Award for Overall Best Laptop PC is bestowed each year upon the company that has demonstrated excellence for its Laptops. The Award recipient has distinguished itself through its proactive strategies that position it to emerge as an industry leader.

**Method Details**

The objective of this U.S. CXOs' Choice survey is to measure company/brand preferences of mobile communications and computing products/services among CXOs...specifically, C-level Executives (i.e., CEOs, CIOs, CFOs, etc.), Company Presidents, and other executive decision makers. The survey was completed in April 2007 using a web-based survey methodology.

To assess the competitive landscape of the mobile communications and computing market, Frost & Sullivan surveyed members of their Professional Forum panel – consisting of CXOs who are representative of the four primary regions in the United States, various industries, and small, medium and large enterprises. Survey respondents were requested to select the mobile communications and computing products/services they considered to be the best in each evaluative category from a list of market competitors.

Respondents were encouraged to specify other selections if their brand choice was not listed. Awards are presented to market participants that receive the highest proportion of respondent selections. The values presented in this document reflect the distribution of selections among valid responses.

**Award Measurement Criteria**

The U.S. CXOs' Choice survey measures mobile communication and computing products/services. All respondents were asked to rate each company/brand listed as well as any other companies/brands they thought should be represented (by use of an "others specify" response option). Specifically, the following product/services categories were surveyed:

- Laptop PC
- PDA
- Wireless Service Provider
- Mobile Phone
- Smart Phone

**About Competitive Benchmarking Services**

Frost & Sullivan's Competitive Benchmarking Services is a division of the Customer Research team that conducts independent, non-sponsored research among end-users to evaluate and measure companies that are top performers for their products, processes and services. Specifically, Competitive Benchmarking Services surveys respondents that are deemed experts (i.e., CEOs, CIOs, Automotive Technicians, Paint Contractors, etc.) in the wide range of industries that Frost & Sullivan supports.

**About Best Practices**

Frost & Sullivan Best Practice Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Competitive Benchmarking Services analysts conduct the survey research and perform analysis on the results in order to identify best practices in the industry.

**About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1,000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.frost.com](http://www.frost.com).