

DELL INC.

Historical PC Share*

IDC Worldwide Quarterly PC Tracker

	Current Rank	2008 Dell Share				Annual Share								
		Q1 2008	Q2 2008	Q3 2008	Q4 2008	2008	2007	2006	2005	2004	2003	2002	2001	2000
World Wide	2	16%	16%	15%	14%	15%	15%	17%	18%	18%	17%	15%	13%	11%
USA	1	31%	32%	30%	27%	30%	29%	33%	36%	35%	32%	29%	24%	19%
EMEA	3	12%	13%	10%	10%	11%	11%	12%	12%	12%	10%	10%	9%	8%
Asia Pacific	3	9%	9%	9%	10%	9%	8%	8%	7%	6%	6%	5%	4%	3%
Japan	3	14%	17%	13%	14%	14%	14%	14%	12%	11%	10%	8%	6%	4%
Desktop PC	2	16%	17%	15%	14%	15%	15%	16%	17%	18%	17%	15%	12%	10%
Portable PC	3	15%	16%	13%	13%	14%	14%	17%	18%	17%	16%	15%	14%	12%
x86 Server	2	27%	28%	25%	25%	26%	25%	26%	26%	25%	23%	22%	19%	15%
US Segments	1	31%	32%	30%	27%	30%	29%	33%	36%	35%	32%	29%	24%	19%
Education	1	38%	39%	45%	38%	41%	42%	45%	46%	45%	42%	35%	32%	26%
Government	1	36%	46%	36%	39%	40%	38%	35%	38%	34%	34%	34%	31%	23%
Consumer	2	22%	22%	22%	19%	21%	19%	26%	30%	31%	27%	23%	14%	6%
SMB ¹	1	32%	30%	25%	27%	29%	29%	30%	33%	31%	27%	25%	22%	22%
Large Enterprise ²	1	42%	44%	43%	42%	43%	44%	45%	45%	44%	41%	39%	36%	31%

*PC's include Desktops, Notebooks, x86 Servers, data as of February 2009

¹SMB includes companies with less than 500 employees

²Large Enterprise includes companies more than 500 employees