

Dell Driving Transition to Energy-Efficient LED Displays

-- Announces 12-Month, 100 Percent Mercury-Free Target for New Laptops -- Multi-Year Energy Savings Estimated at \$20 million

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ROUND ROCK, Texas & MONACO, Sep 24, 2008 (BUSINESS WIRE) -- Dell plans to transition all of its new laptop displays to light-emitting diode (LED) in the next 12 months, a major achievement in its commitment to become the 'greenest' technology company on the planet.

"Our customers have made it clear that they want the greenest technology possible," Jeff Clarke, senior vice president, Dell Product Group said during the company's mobility summit in Monte Carlo today. "As an industry, we can shape the future of green innovation and significantly reduce the carbon footprint associated with mobile computing. Dell is committed to leading the transition to energy-efficient LED technology."

Effective Dec. 15, 2008, two-thirds of Dell Latitude(TM) E-Family laptops will be shipped with mercury-free LED back lighting as a standard feature. This includes the Latitude E4200, E4300, E6400, E6400 ATG and E6500. Also shipping with LED back lighting as a standard display will be the Dell Precision(TM) M2400 and M4400 mobile workstations.

In addition to being mercury-free and highly recyclable, LED displays deliver significant energy savings compared to cold cathode fluorescent lamp (CCFL) technology. For example, Dell's 15-inch LED displays consume an average of 43 percent less power at maximum brightness, resulting in extraordinary cost and carbon savings. The company estimates customer savings of approximately \$20 million and 220 million kilowatt-hours in 2010 and 2011 combined, the equivalent of annual CO2 emissions resulting from energy use of more than 10,000 homes¹.

Dell also estimates that at least 80 percent of its total laptop volume will be delivered with LED as a standard back-lit display by the end of 2009 and 100 percent in 2010. The company's progress in LED technology is evidenced not only by this long-term commitment but also by development efforts over the past 18 months. Dell expects the development and supply chain enablement efforts to pave the way for others in the industry to follow.

Becoming the 'Greenest' Technology Company on the Planet

Dell is fulfilling its commitment to become the 'greenest' technology company on the planet. In August, the company announced that it had met its carbon-neutral goal five months ahead of schedule through a combination of operational efficiencies, greater investment in green power and responsible offsets to cover remaining impacts.

In June, Dell achieved an energy efficiency milestone by becoming the first company to introduce an "80 PLUS Gold-certified" power supply for servers, exceeding 2009 targets outlined by the Climate Savers Computing Initiative.

Dell also introduced its first "hybrid" PC that is about 80 percent smaller than a standard Dell desktop and consumes up to 70 percent less energy.

Based on worldwide unit sales beginning in 2005 with power-management features enabled, Dell estimates that OptiPlex desktop systems alone have helped customers save more than \$2.8 billion and avoid approximately 27 million tons of CO₂.

For more information on Dell's energy and environmental initiatives, visit www.dell.com/earth. To join with the company and thousands of others in lending a voice and saving the planet, visit www.regeneration.org.

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1 Based on Dell internal analysis using U.S. EPA carbon conversion calculators

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Special Note

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levies and fluctuations in foreign currency exchange rates; our ability to accurately predict product, customer and geographic sales mix and seasonal sales trends; information technology and manufacturing infrastructure failures; our ability to effectively manage periodic product transitions; disruptions in component or product availability; our ability to maintain a strong internal control environment; our reliance on third-party suppliers for quality product components, including reliance on several single-source or limited-source suppliers; our ability to access the capital markets; unfavorable results of legal proceedings could harm our business and result in substantial costs; our acquisition of other companies; our ability to properly manage the distribution of our products and services; our cost-cutting measures; effective hedging of our exposure to fluctuations in foreign currency exchange rates and interest rates; obtaining licenses to intellectual property developed by others on commercially reasonable and competitive terms; our ability to attract, retain and motivate key personnel; loss of government contracts; expiration of tax holidays or favorable tax rate structures; changing environmental laws; and the effect of armed hostilities, terrorism, natural disasters and public health issues. For a discussion of those and other factors affecting Dell's business and prospects, see Dell's periodic filings with the Securities and Exchange Commission.

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