



DELL HONOURS NATION'S MOST INNOVATIVE SMALL AND MID-SIZE BUSINESSES AS PART OF 2009 GLOBAL DELL SMALL BUSINESS EXCELLENCE AWARD

- **Ten Canadian Entrepreneurs Delight Customers and Empower Employees with Innovative Use of Technology**
- **130 Finalists Worldwide Finalists Compete to Win \$50,000 in Dell Technology, Consulting Time with Michael Dell**

TORONTO, June 23, 2009

The News:

[Dell](#), today, announced the 10 finalists for the Fifth Annual Dell Canada [Small Business Excellence Award](#).

- Founded in 2004 by Dell, the award recognizes companies using technology to better serve customers and grow. Just as [Michael Dell](#) did 25 years ago in starting his own small business, award honorees understand that listening and delivering on behalf of customers is instrumental to business success. Today, the award has expanded to 13 countries worldwide, honoured more than 370 companies, and is an important source of inspiration given today's global economic crisis.
- Selected by the [International Council for Small Business](#) in Canada, finalists receive a Dell business-class laptop and go on to compete for the national award.
- To be announced in September, the national winner will receive consulting time with Michael Dell and \$25,000 in Dell technology. Last year's Canadian winner, [Fifth P Solutions](#) was honoured for its innovative use of technology to develop e-learning and performance support solutions that enable its clients to deliver a superior experience at every touch point with customers.
- Once named, 13 national winners selected from each participating country including [Australia](#), [Brazil](#), [Canada](#), [China](#), [France](#), [Germany](#), [India](#), [Italy](#), [Japan](#), [Mexico](#), [Spain](#), [United Kingdom](#) and the [United States](#) will be considered for the 2009 global Dell Small Business Excellence Award worth \$50,000 in Dell technology and services and benefits from global partners [International Council for Small Business](#) and [Endeavor](#). The global winner will be announced in Fall 2009. 2008 global winner [Wiggly Wigglers](#), a rural, England-based natural gardening company, was awarded for its innovation and leadership in social media. Using tools like Facebook, podcasting and blogging, Wiggly Wigglers has grown to serve 90,000 customers worldwide while cutting their advertising budget by 80 per cent.

This year's Canadian finalists represent diverse industries, size and revenues, ranging from an emergency response planner for schools to a pipe-bending/machining company, from four employees to 55, and revenues up to \$80M. **The 2009 Dell Canada Small Business Excellence Award finalists include:**

- **[Britec Computer Systems](#), Calgary, Alberta**, is a technology solutions provider specializing in design, implementation, operation, and administration of corporate computing environments in Canada. Britec uses customer relationship and project management tools to enhance productivity and also has a virtual infrastructure that allows for business mobility and faster customer service.
- **[Canadian Institute for the Relief of Pain and Disability \(CIRPD\)](#), Vancouver, British Columbia**, mission is the prevention and reduction of pain, pain-related suffering, and disability by creating and disseminating evidence-informed best practices through technology-enabled collaborations and partnerships.
- **[Hour-Zero Crisis Consulting Inc.](#), Edmonton, Alberta**, specializes in school emergency response planning, management, consulting and training for K-12 schools. Powered by a robust web-based application, the organization helps school districts develop, operationalize and maintain their emergency preparedness plans quickly, efficiently and cost-effectively.
- **[Jolera Inc.](#), Toronto, Ontario**, provides IT solutions to global charitable organizations with 24/7 technical support, onsite service personnel, network migrations and deployments, disaster recovery planning and implementation. Jolera utilizes various technology applications to enable data management, employee training, client documentation, internal workflow, employee collaboration and task management.
- **[Nisha Technologies Inc.](#), Ottawa, Ontario**, is one of Canada's fastest growing aboriginal suppliers of professional services and enterprise products. The company's robust IT infrastructure enables it to manage its telecommunications systems and client interactions to deliver better customer service in a cost-effective manner.
- **[Race Headquarters](#), Coquitlam, British Columbia**, specializes in processing sporting events' timing and results using technology tools that record participants running times for over 120 events throughout Western Canada. By keeping its website regularly updated with event statistics and results, the organization enables its clients and event participants to access relevant information and resources.
- **[RIGHTSLEEVE](#), Toronto, Ontario**, is a design agency that uses creative design, promotional media and technology to deliver marketing results for its clients. By deploying customer relationship management and employee collaboration tools, the agency benefits from real-time feedback and input from internal and external stakeholders.
- **[RITZ Machine Works Inc.](#), Dauphin, Manitoba**, is a pipe-bending/machining company in rural Manitoba that produces components for buses for customers in Canada and the United States. The company deployed computerized hi-tech machines to measure and bend pipes for higher precision and speed, and also uses advanced handprint technology to efficiently manage employees' work-hours and payroll systems.
- **[SAFEC Inc.](#), Saint-Laurent, Quebec**, Support and Financing for Entrepreneurs in Canada - was created to provide those wishing to develop or establish a business in Canada with the assistance and support needed to achieve their most daring projects.
- **[WildPlay Ltd.](#), Victoria, British Columbia**, is an adventure recreation company that brings wilderness playgrounds to urban areas. To improve guest experience, streamline reservation process

and simplify sales, Wildplay developed its own Reservation and Point of Sale System to meet its specific business needs and improve customer experience.

Global 2009 Small Business Excellence Award Value

- \$50,000 in technology and services from Dell;
- Featured in an entrepreneurs summit;
- Lifetime membership to the [International Council for Small Business](#) (ICSB), and
- Engagement with [Endeavor](#)'s network of business leaders and high-impact entrepreneurs in emerging markets worldwide.

2009 Dell Canada Small Business Excellence Award Value

- \$25,000 in Dell products and services;
- Day of best-practice sharing with Dell executives, including Chairman and CEO Michael Dell

Quotes:

- “Technology is a tangible enabler for small and medium enterprises, and this year’s top 10 finalists are shining examples of businesses benefiting from smart IT investments,” said Kevin Peesker, vice president and general manager, Small and Medium Business, Dell Canada. “From enhancing customer experience to boosting productivity and collaboration within the organization, these small businesses are leveraging technology to achieve fast-paced growth and success.”

Links to Additional Information:

- www.dell.ca/ceaward
- [Direct2Dell/smallbusiness post](#)
- [Video with Michael Mattalo, 2008 Canadian winner and President of Fifth P Solutions](#)
- [Video with Heather Gorringer, 2008 global winner and founder of Wiggly Wiggles](#)

About Endeavor

Endeavor breaks down barriers that prevent emerging-market entrepreneurs from reaching their high-impact potential. Hailed by *NYT* columnist Thomas Friedman as the "mentor capitalist" model, Endeavor identifies entrepreneurs leading high-growth innovative companies in emerging markets. These entrepreneurs are given world-class strategic advice, access to key networks and other tools that will catapult them to success. With Endeavor's guidance they become “high-impact” – expanding employment, generating wealth and inspiring others to innovate. Often overlooked, these local entrepreneurs are now jumpstarting private sector development in their countries. For more information, visit www.endeavor.org

About ICSB

Founded in 1955, the ICSB is the premier global membership organization to promote the growth and development of small businesses worldwide. With over 2,000 members from over 70 countries, the ICSB brings together educators, researchers, policy makers and practitioners to share knowledge and experience in their respective fields. ICSB promotes the development of knowledge in all areas of business theory and practice and is particularly focused on strategies and policies proven to be effective in sustaining small businesses and entrepreneurship. For more information, visit www.icsb.org

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.

Contact Information			
Media Contacts for Dell:			
Akshata Kalyanpur	GCI Group	(416) 486-5911	akshata.kalyanpur@gcicanada.com

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