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DELL JOINS AS THE EXCLUSIVE COMPUTER SPONSOR OF THE USA NATIONAL PAVILION AT THE 2010 SHANGHAI WORLD EXPO

The USA Pavilion organizers are delighted to announce that Dell will join as the Official Computer Sponsor of the USA Pavilion at the 2010 World Expo in Shanghai. Dell will showcase its array of environmentally friendly computers within the USA Pavilion throughout the six-month duration of the Expo.

Ellen Eliasoph, Co-Chair of the USA Pavilion Organization, remarked, "We are proud to announce Dell's major sponsorship of the USA National Pavilion, and look forward to partnering to promote its Green IT goals during the World Expo in 2010. The efficiency measures deployed in their world-wide operations are already helping create the 'Better City, Better Life' envisioned by the Expo organizers."

"We are delighted to welcome Dell as the exclusive computer sponsor of the USA National Pavilion at the World Expo in Shanghai," said U.S. Consul General in Shanghai Beatrice Camp. "The Expo offers us an opportunity to present America to the 70 million visitors expected to attend from China and around the globe."

Amit Midha, Dell Greater China President said, "As an official computer sponsor for the USA Pavilion, we are proud to have this unique platform to feature our company's leadership, innovations and vision. By promoting Green IT, we are creating better products for better lives."

The 2010 Shanghai World Expo will be held from May 1 through October 31, 2010 with a projected 70 million attendees, 95% of whom are expected to come from Mainland China. This will be China's first role as host of a world expo.

At 60,000 square feet, the USA National Pavilion will be one of the largest pavilions at the Expo. It will showcase American culture, values, and innovation in China's most dynamic city while celebrating the friendship and cooperation between the U.S. and China.

In accordance with U.S. legal requirements, the USA Pavilion is being funded and operated through a non-profit organization. The entity is co-chaired by Ellen Eliasoph and Nick Winslow. The U.S. Department of State is prohibited by U.S. federal law from spending appropriated funds to participate in expositions such as World Expo Shanghai 2010. Therefore, U.S. private sector participation is essential to raise the necessary funds to design, build and operate the USA Pavilion.