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Dell Partners with ECS in Singapore

ECS Computers to distribute Dell's products and solutions across consumer and commercial segments

SINGAPORE, 28 February, 2011 ó Dell today announced the addition of ECS Computers (Asia) Pte Ltd [ECS Computers] ó one of the largest providers of ICT products and services in Singapore ó as an Authorized Distributor in Singapore. The partnership will streamline ECS's access to Dell products and solutions to better cater to the growing needs of the local IT community.

ECS Computers is currently a distribution partner for Dell's Inspiron, Alienware and XPS lines of consumer notebooks, as well as the Vostro line of notebooks for Small and Medium Businesses. As an authorized distributor, ECS Computers will expand its portfolio of Dell's products to include the Dell Vostro desktop line, commercial printers and LCD monitors. Working together, Dell and ECS will provide customers with immediate benefits such as dedicated and professional support services and faster delivery time.

“We are extremely excited about the business opportunities that this new partnership brings,” said Varinderjit Singh, Managing Director, Dell Singapore and Malaysia. “Our collective expertise and extensive marketing and sales support, coupled with ECS's wide network across the region, will make it easier for us to provide value add and cater to the unique demands of our customers.”

ECS Computers is the wholly-owned Singapore subsidiary of ECS Holdings Limited, a Singapore Exchange (SGX) mainboard listed company that is a recognized regional info-communications technology (ICT) solutions provider in the Asia Pacific region with over 23,000 channel partners in its distribution network.

“We are delighted to partner with Dell and believe the partnership adds a new dimension to our current offerings to our channel partners,” said Sebastian Chong, President, ECS Computers (Asia) Pte Ltd. “We believe our complementary expertise and partnership will extend our mutual reach to the key consumer and commercial markets in Singapore in the long haul.” Chong added.

About ECS Computers (Asia) Pte Ltd:

Established in 1985, ECS Computers (Asia) Pte Ltd is a wholly-owned subsidiary of ECS Holdings Ltd - a Singapore Exchange main board company which is one of the leading ICT distributors in Asia Pacific, accessing to a network of more than 23,000 channel partners across China, Thailand, Malaysia, Singapore, Indonesia and the Philippines. As a leading Information & Communications Technology (ICT) provider, ECS Computers provides a comprehensive range of IT products and services through its three core businesses - Enterprise Systems, IT Services and Distribution. ECS Computers provides integrated solution offerings from industry-leading ICT vendors like Dell, Apple, Buffalo, EMC, HP, IBM, Oracle, Red Hat, Symantec and VMware to customers through its wide and established channels.

For more information, please visit www.ecs.com.sg or call 65-6299 9433

About Dell:

Dell (NASDAQ: DELL) listens to its customers and uses that insight to make technology simpler and create innovative solutions that simplify daily activities and help people stay entertained, connected and in touch. Learn more at www.dell.com.sg.



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