



FOR IMMEDIATE RELEASE

CDW Canada encourages Canadian businesses to refresh technology to save on costs, increase efficiency

Canadian companies eligible to win one of five vacation prizes by updating IT

Etobicoke, ON — May 9, 2012 — CDW Canada, a leading provider of technology solutions for Canadian organizations in the public and private sectors, is encouraging Canadian businesses to reap the benefits of refreshing technology through the launch of a third annual contest. A recent CDW Canada poll of customers indicates that refreshing technology is a priority for more than half of Canadian businesses in 2012¹. By keeping technology up-to-date, businesses are able to save on costs over the longer term and take advantage of the benefits new technology offers, thereby increasing productivity and more.

“Technology refresh has become an even more important focus for Canadian businesses,” says Daniel Reio, Director of Marketing, CDW Canada. “Updating technology on a regular basis can help companies maintain productivity levels as well as improve the efficiency of business, and save money in the long term. Especially in today’s age of mobility, updating technology has never made more sense for companies.”

“Many businesses operating with older, aging technology and an ‘if it isn’t broken, don’t fix it’ approach to IT don’t realize what the recent acceleration in technology innovation can deliver for them,” says Warren Shiau, Director of Technology Research at Leger Marketing. “This is especially true of the collaboration and communications functionality that new technology offers, as well as the IT administration, management efficiencies and cost savings they can get. The benefits of refreshing your IT systems are definitely there.”

Working with a trusted solutions provider can help businesses choose the best technology to improve their current environment. With trained account managers, specialists and service offerings, companies that partner with CDW Canada receive dedicated, one-on-one attention from experts who understand their business needs.

As a way to help encourage customers to keep their environments efficient and up-to-date, CDW Canada is launching its third annual Dream Vacation contest. Companies² that purchase specified office technology products from CDW Canada during the qualifying dates are automatically entered in a contest to win one of five Dream Vacation prizes³ with approximate retail values between CDN\$9,035 and \$12,850. In addition, the winning company will receive a CDN\$2,500 gift certificate for CDW Canada.

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The Dream Vacation Contest's sponsoring manufacturers and qualifying products include the following:

- Select Lenovo ThinkStation Workstation, ThinkCentre Desktop and ThinkPad notebook products
- IBM System X and blade servers, DS3000 series System Storage and Expansion units, and all SAN, tape drive, server and networking products
- Select HP notebooks, mini notebooks, desktops, tablets, workstations, monitors, printers, docking stations and port replicators
- Toshiba Satellite Pro, Tecra and Portégé notebooks
- Select Ergotron accessories
- All Targus products
- All Cisco networking products
- All Kingston products
- All Eaton products
- All Brother products

For full details on eligible products, please see the contest [rules and regulations](#).

Each purchased product represents one contest ballot. A no-purchase entry is also available. For a complete list of featured products and official contest rules, please visit www.CDW.ca/DreamVacation.

¹CDW Canada IT Focus Survey, December 2011-January 2012

²The contest is open to legal residents of (and who are currently living in) Canada. Residents of (and who are currently living in) Quebec are not eligible to enter the contest. The Contest is subject to applicable federal, provincial and local laws and regulations. The Contest is void where prohibited or restricted by law.

³Prizes are subject to travel and space availability. CDW Canada reserves the right to, in its sole discretion, make prize substitutions.

About CDW Canada

About CDW Canada: CDW Canada Inc. (<http://www.cdw.ca/>) is a leading provider of technology solutions for organizations in the public and private sectors. As a trusted advisor for small and medium sized enterprises (SMEs), CDW Canada provides a single destination for organizations to research, inquire or purchase virtually any technology solution that they require. Customers benefit from one-on-one relationships with knowledgeable account managers who are backed by a team of highly certified IT specialists. Through successful partnerships with more than 350 leading technology manufacturers, CDW Canada draws from a comprehensive selection of 160,000 technology products to help customers find the best technology to meet their unique business needs. Headquartered in Etobicoke, Ontario, CDW Canada is a wholly owned subsidiary of Vernon Hills, Illinois-based CDW Corporation. In 2011, CDW Canada ranked #25 on Best Workplaces in Canada.

-30-

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