



## **FOR IMMEDIATE RELEASE**

### **CDW Canada announces Second Annual Dream Vacation Contest** *Canadian businesses eligible to win vacation prize by refreshing technology*

**Etobicoke, ON — May 19, 2011** — CDW Canada, a leading provider of technology solutions for Canadian organizations in the public and private sectors, today announced the launch of its second annual Dream Vacation Contest for Canadian businesses that purchase qualifying products between now and July 29, 2011.

Companies\* that purchase specified office technology products from CDW Canada between the qualifying dates are automatically entered in a contest to win one of five Dream Vacation prizes\*\* with approximate retail values between CDN\$10,075 and \$12,800. The contest winner can choose any one prize option. Trips include a Rocky Mountain tour, an African safari, a Caribbean Islands trip, an Arizona golf package and a tour of the Orient. The winner also receives a CDN\$2,500 CDW Canada gift certificate.

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

- HP notebooks, desktops, tablets, workstations, monitors, docking stations and port replicators
- Lenovo notebooks, desktops, workstations, servers and ThinkVision monitors
- IBM storage and servers
- D-Link networking products
- Kingston memory technology
- SonicWall security products
- Toshiba Satellite Pro, Tecra and Portage Series notebooks
- Apple notebooks, desktops, AppleCare protection Plan and Apple Cinema Display
- Eaton power and cooling products
- Asus notebooks, tablets and netbooks
- Brother monochrome, colour and mobile printers
- Fujifilm storage media
- Infocus projector and accessories products

“Keeping IT systems up to date is often a difficult task due to issues such as budgetary constraints or limited IT resources,” says Daniel Reio, Director of Marketing, CDW Canada. “However, by refreshing existing technology, companies are able to save on costs and improve efficiencies. New products and technologies such as tablet PCs, virtualization software and energy-efficient hardware can help to greatly improve the day-to-day processes of small- and medium-sized businesses.”

An annual poll of customers conducted by CDW Canada at its BTEX conference last year found that when making a decision to purchase new business technology, 70 per cent of respondents ranked replacing aging technology as extremely (22 per cent) or very (48 per cent) important. As well, 68 per cent ranked enhancing user productivity and efficiency as extremely (31 per cent) or very (37 per cent) important, and 51 per cent ranked making the workplace green by moving to energy-efficient technology as extremely (14 per cent) or very (37 per cent) important.

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, see: [www.CDW.ca/DreamVacation](http://www.CDW.ca/DreamVacation).

*\*The 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.*

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

#### **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 2010, CDW Canada ranked #36 and #16 on Best Workplaces in Canada and Great Workplaces for Women respectively.

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