



FOR IMMEDIATE RELEASE

CDW Canada finds technology refresh a priority for businesses
Janes Family Foods wins annual contest

Etobicoke, ON — Oct. 18, 2011 — [CDW Canada](#), a leading provider of technology solutions for Canadian organizations in the public and private sectors, today announced the grand prize winner of its second annual [Dream Vacation Contest](#). Canadian businesses that purchased select technology from CDW Canada over a two-month period to refresh their IT environment were automatically entered for a chance to win. Janes Family Foods is the winner of a dream vacation package valued at approximately CDN \$10,000 as well as a \$2,500 CDW Canada gift certificate.

“Small and medium businesses in Canada are choosing to refresh technology — rather than repair and care for old, dated equipment — allowing them to save money in the long term,” says Daniel Reio, Director of Marketing, CDW Canada. “For example, energy-efficient technology is important to businesses and is something more customers are moving towards.”

During an annual poll of customers at CDW Canada’s Business Technology Expo (BTEX) earlier this year, 60 per cent of customers surveyed said they have significantly increased their IT budgets since last year, demonstrating that purchasing and updating technology is a major priority for Canadian businesses.

“Replacing hardware and updating environments is an important part of companies’ IT strategies,” says Reio. “With more than 350 technology partners, CDW Canada is able to assist customers to proactively refresh technology with the products that make the most sense for their environments, making them more efficient.”

CDW Canada launched the annual Dream Vacation contest in 2010, in part due to the technology refresh trend it was seeing among customers. The 2011 contest demonstrated the continuation of this momentum. The winner of this year’s contest, Janes Family Foods, is based in Mississauga, Ont.

“Janes Family Foods is pleased to be selected as the winner of this year’s Dream Vacation contest,” said Joe Shillington, Director of IT, Janes Family Foods. “We are committed to providing our customers with quality service and products, and through our relationship with CDW Canada, we’re able to focus on our business instead of our technology. We held an internal charity raffle for the Dream Vacation prize, and are excited to announce that our employee, Vincenza Morreale, won the draw. We raised \$3,700 as a result of these efforts, which will be used to purchase a water purification system in Africa and to provide livestock for communities in Uganda and El Salvador.”

About CDW Canada

[CDW Canada Inc.](http://www.cdw.ca/) (<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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For more information, please contact:

Cindy Watson/Claire McCorquodale

StrategicAmpersand Inc.

cindy@stratamp.com / claire@stratamp.com

(416) 961-5595 ext. 433/447