



**FOR IMMEDIATE RELEASE**

**CDW Canada Unveils Technology Refresh  
and Dream Vacation Contest**

*Canadian businesses can win major vacation prize by replacing aging equipment*

**Etobicoke, ON — March 16, 2010** — CDW Canada, a leading provider of technology solutions for Canadian organizations in the public and private sectors, today launched the Dream Vacation Contest for Canadian businesses that purchase qualifying products between March 16, 2010 and June 30, 2010.

Companies\* purchasing specific office technology products from CDW Canada are automatically entered in a contest to win one of five Dream Vacation prizes\*\* with approximate retail values between CDN\$10,610 and \$12,976. The contest winner can choose any one prize option. Trips include a seven-night golf get-away for four to Myrtle Beach, SC; five-night New York City trip for two; 10-night Best of Italy tour for two; seven-night stay in St. Lucia for two; or a four-passenger seven-night Mediterranean cruise. The winner also receives a CDN\$2,500 CDW Canada gift certificate.

“Exciting technology developments over the last 18 months will mean great benefits if companies refresh their old systems and software,” said Daniel Reio, Senior Manager, Marketing, CDW Canada. “The latest Intel processors, energy-efficient PCs, notebooks, peripherals and the Windows 7 operating system can be leveraged to help companies save money and drive their business forward.”

**Refresh for success**

Proactive purchasing of technology allows Canadian businesses to maximize the return on their IT investments and realize better performance.

One of the major business challenges, especially for small and medium sized businesses, involves managing cash flow, said Michelle Warren, founder and president, MW Research & Consulting.

“This critical balancing act often results in a focus on ‘putting out fires,’ versus longer-term strategic thinking. As we increasingly connect our daily tasks to the IT department, its ability to operate seamlessly is paramount. To address these concerns, businesses must pay attention to updating hardware, especially PCs, since newer ones offer speed and productivity gains in smaller form factors, simplifying processes and IT operations. They must also keep on top of software updates, which can vastly improve security and streamline daily actions,” said Warren.

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### **How to win**

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

- Hewlett-Packard and Lenovo desktop PCs, workstations, notebooks, monitors and accessories;
- Samsung LCDs, monitors and printers;
- 3M technology solutions;
- VMware virtualization software;
- Microsoft software;
- Kaspersky anti-virus software;
- D-Link networking equipment;
- Belkin connectivity solutions;
- APC power and cooling solutions;
- Kensington computing accessories; and
- Kingston Technology memory.

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.*

*\*\*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 over 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.

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