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Technology Refresh a Top Priority for Canadian Organizations
CFIB wins CDW Canada contest

Etobicoke, ON — Sept. 28, 2010 — 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 Technology Refresh/Dream Vacation Contest. The Canadian Federation of Independent Business (CFIB) won a dream vacation worth more than CDN\$10,000, as well as a CDN\$2,500 CDW Canada gift certificate. Customers were entered in the contest when they purchased qualifying technology refresh products over a three-month period.

The overwhelming response, which resulted in a significant increase in CDW Canada sales for product categories included* in this contest, demonstrates the eagerness of Canadian businesses to take part in an office technology refresh in 2010.

“CFIB has, for close to 40 years, used technology as an enabler to carry the voice of more than 107,000 small business owners to all levels of governments and influence policies that contribute to the growth of our economy. We are pleased to be recognized through the CDW Canada contest and intend to share the benefits of the prize with a local charity,” said Catherine Swift, President and CEO of CFIB.

A separate survey conducted by CDW Canada supports the technology refresh trend spurred by the contest. CDW Canada’s annual poll, conducted at its BTEX customer conference, found 57 per cent of respondents planning to purchase more technology this year than last year.

“Our customer poll and Technology Refresh contest show that Canadian businesses see the clear benefits a technology refresh will bring,” said Daniel Reio, Director of Marketing, CDW Canada. “The alternative, spending money and labour hours on maintaining aging equipment and software, can be counter-productive and costly. Fortunately, most companies have been more forward-looking and strategic in their technology planning.”

Other key findings of the poll include the following:

- In making a decision to purchase new business technology:
 - 70% of respondents ranked replacing aging technology as extremely (22%) or very (48%) important
 - 68% ranked enhancing user productivity and efficiency as extremely (31%) or very (37%) important
 - 67% ranked enhancing system security as extremely (31%) or very (36%) important
 - 51% ranked making the workplace green by moving to energy-efficient technology as extremely (14%) or very (37%) important
 - 73% ranked reducing time-consumer IT support of existing business technology as extremely (23%) or very (50%) important

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- Of nine different technology purchases, respondents ranked the following as extremely or very important:
 - Servers and storage (55%)
 - Notebooks and netbooks (53%)
 - Desktops (50%)
 - Software (49%)
 - Networking equipment (46%)
- 44% of respondents plan to recycle replaced or obsolete technology; 25% plan to donate it and 21% plan to redeploy it internally.

The results are consistent across company size (based on number of employees).

Canadian organizations know that waiting too long to refresh technology means paying higher support and maintenance costs on aging equipment – especially if this equipment is long past its prime. Instead, they are undergoing technology refreshes in time to avoid the need for emergency replacements. This is a much more cost-effective strategy that minimizes productivity drops and gets employees up and running swiftly and efficiently on newer, more powerful technology.

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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* Qualifying product categories included desktops, notebooks, monitors, printers, virtualization software, anti-virus software, networking equipment, power and cooling solutions, memory and storage products, connectivity solutions and computer accessories.

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