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CDW Canada wins 2010 'BusinessPeople's Choice: Platinum IT Solutions Provider' award

One of six winning Canadian technology solution providers

Etobicoke, Ontario – December 23, 2010 – CDW Canada, a leading provider of technology solutions for Canadian private and public sector organizations, has won its second consecutive BusinessPeople's Choice: Platinum IT Solutions Provider award. This award, presented annually by IT in Canada, recognizes excellence among Canadian IT solution companies. CDW Canada was one of just six Canadian technology solutions providers to receive the Platinum designation.

“We pride ourselves on our ability to help customers reach or exceed their business goals. We make it a point to understand the opportunities and obstacles that our customers face. Customers leverage our extensive account manager and technology specialist expertise and together we solve business problems with technology solutions. It's win-win for the customer and CDW,” says Mary Ann Yule, General Manager, CDW Canada. “To hear them tell us overwhelmingly that we're delivering on our promises is truly special.”

Award winners were determined by IT in Canada after surveying more than 2,000 Canadian IT managers over a six-month period. As part of the survey they asked, “Do you work with any resellers who are particularly good at helping you to use IT to business advantage?” The results identified a shortlist of 100 Canadian IT resellers that qualified as “BusinessPeople's Choice.” CDW Canada's Platinum IT Solutions Provider designation was awarded to the six technology firms that were cited most often throughout survey results.

“The feedback that we've received throughout the year indicates that CDW Canada is maintaining its momentum as a leading supplier,” says Michael O'Neil, Chief Content Officer at IT in Canada. “This second Platinum BusinessPeople's Choice award confirms that the company continues to deliver real business value to its IT customers from coast to coast.”

The second annual IT in Canada BusinessPeople's Choice awards were presented at CRN Canada magazine's Tides of Change – An evening of Celebration, held in Toronto on December 9, 2010.

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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