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FOR IMMEDIATE RELEASE

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Winston-Salem Business Inc.

Dell Selects Winston-Salem Site for Computer Production Facility

WINSTON-SALEM, N.C. – Dell Inc., based in Round Rock, Texas, announced today it has selected The Alliance Science and Technology Park in Winston-Salem to develop and build a \$100 million manufacturing plant. The Alliance site will be the location for a desktop computer production facility expected to be operational in fall 2005.

Dell projects that the 600,000-square foot facility will have employment of approximately 700 in its first year with growth expected to reach 1,700 by 2010.

“We are thrilled that Dell had selected Winston-Salem and Forsyth County and we look forward to assisting them with the start up of this new facility. This announcement has been widely anticipated across Winston-Salem, the Triad and North Carolina,” said Bob Leak, Jr., president of Winston-Salem Business Inc. “We appreciate the confidence the Dell team has in our community’s ability to deliver a world-class site location, comprehensive infrastructure and talented workforce.”

“On behalf of the citizens of Winston-Salem, it is my pleasure and honor to welcome Dell, Inc. to our city and county,” said Allen Joines, Mayor of Winston-Salem. “We are delighted and proud to be able to say that Dell is a part of our community. More importantly, Dell is a part of the Piedmont Triad and will have a positive impact on the entire region. I am very grateful for the support and leadership of the Winston-Salem City Council, the Forsyth County Board of Commissioners and Winston-Salem Business Inc. for a wonderful collaboration in this project.

The jobs that Dell brings to our area are sorely needed. This is certainly a special Christmas present. I will do all I can to make this project move forward smoothly.”

“It is a great day for Forsyth County and all of our citizens, especially those who have been looking for a job,” said Gloria Whisenhunt, chairman of the Forsyth County Commission. “I would like to say a thank you to all of the community leaders who have worked on this project. I want to express my appreciation to Forsyth County staff and the members of the Forsyth County Commission for their dedication and support for this important project. I pledge to assist wherever possible to make this a smooth transition for Dell Inc. and their new facility.”

Dell selected the Alliance site in Winston-Salem based on a number of factors including: the area’s infrastructure, location in the center of the Triad region and access to major transportation arteries, readily-available skilled manufacturing workforce and education and training system, Winston-Salem’s commitment to business, and proximity to the growing base of Dell customers.

The Dell plant is one of the largest industrial projects announced in the U.S. over the past three years. The scope of the project required a high level of strategic cooperation to facilitate the Dell proposal. Winston-Salem Business Inc. recognizes and thanks those team members who have played a vital role in turning this proposal into a great success story for Winston-Salem: Don Flow and members of the Winston-Salem Business Inc. Board of Directors, Allen Joines and the Winston-Salem City Council, Pete Brunstetter and the Forsyth County Commission, the Winston-Salem Alliance, and more. “We have created a team in Winston-Salem that will benefit our economic development efforts for years to come” said Don Flow, WSBI chairman.

Winston-Salem now has an opportunity to leverage this announcement to attract additional companies to the Triad, specifically suppliers to Dell Inc. who will benefit from a close proximity to the Dell production plant. Winston-Salem Business Inc. has developed a supplier target list and has begun recruiting those companies that may follow Dell to the region.

Dell Inc. provides products and services required for customers worldwide to build their information-technology and Internet infrastructures. Dell through its direct business model, designs, manufactures and customizes products and services to customer requirements and offers an extensive selection of software and peripherals.

Dell Inc., with approximately 53,000 team members worldwide, ranks No. 31 on *Fortune Magazine's* listing of the top companies in America. Dell also has received honors as a leading corporate citizen from such organizations as Keep America Beautiful and the National Recycling Coalition, as well as national recognition from the U.S. Department of Labor and the Environmental Protection Agency.

Winston-Salem Business Inc. (WSBI) is an economic development agency working to attract new businesses, investments and jobs to Winston-Salem and Forsyth County. Since its inception in 1987, WSBI has assisted 93 companies representing more than \$909 million in tax-base investment and more than 10,400 new jobs.

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