

# **DELL NEWS**

*MEDIA ADVISORY*

## **MEDIA CONTACTS:**

Venancio Figueroa III, Mike Maher  
(512) 413-4583, (512) 723-2575  
[venancio\\_figueroa@dell.com](mailto:venancio_figueroa@dell.com)  
[mike\\_maher@dell.com](mailto:mike_maher@dell.com)

Barbara Buzzell, Kelle Jackson  
The Buzzell Company  
(214) 219-9191  
[bb@buzzellco.com](mailto:bb@buzzellco.com)  
[kj@buzzellco.com](mailto:kj@buzzellco.com)

## **DELL TO OPEN FIRST RETAIL STORE AT NORTHPARK CENTER IN DALLAS ON TUESDAY, JULY 25**

**WHAT:** Dell will officially open the doors to its first retail store in the country at 10 a.m. Tuesday, July 25, 2006. Located at NorthPark Center, the store is aimed at consumers who want to shop for and buy computers and related products for home use.

**WHEN:** Tuesday, July 25, 2006  
Media interviews beginning at 6:00 a.m.  
Store open to the public beginning at 10:00 a.m.

**WHERE:** The 3,000 square foot Dell Direct Store is located on the second level of the new wing of NorthPark Center, between Neiman Marcus and Nordstrom's. NorthPark Center is located at the intersection of North Central Expressway and Northwest Highway.

**WHO:** Jim Skelding, director, Dell Direct Store. Jim can be made available to conduct live interviews beginning at 6:00 a.m. CDT.

-more-

## DELL TO OPEN FIRST RETAIL STORE.....

Page 2

**B-ROLL:** Desktop and notebook computers, high-definition TVs, printers and related products used for entertainment, music, gaming and home office environments. Dell personnel assisting customers with transactions, customers walking in/out of store, etc.

**OTHER:** Media should enter through the Nordstrom parking deck off Boedecker. Satellite feed and cable runs are approximately 1,200 feet from the store to the parking area.

###