



DELL AND ECS ASTAR LAUNCH PARTNERSHIP

Kuala Lumpur, Malaysia, March 3, 2011 – Dell and ECS Astar Sdn Bhd, a subsidiary of Main Market-listed ECS ICT Berhad (ECS), today sealed a partnership agreement announcing ECS' appointment as Dell's strategic authorized distributor of Dell's commercial and consumer products and solutions nationwide.

ECS, one of the country's leading distributors of ICT products, will now offer to its network of more than 2,500 retailers and reseller partners Dell's suite of commercial and consumer notebooks, desktops and workstations, including Vostro, Latitude, XPS, Inspiron, OptiPlex, Precision; gaming (Alienware); as well as Dell's portfolio of enterprise solutions to meet the growing needs of the local community.

ECS also gains additional expertise in key enterprise computing solutions and capabilities through Dell's training and certification programs aimed at providing the skills-based training required in a cloud and virtualized environment.

"This partnership is indeed a significant milestone for ECS as we add on yet another great brand name - Dell, to our portfolio. This is in line with our commitment to continuously expand our suite of leading ICT products for customers' choice," ECS' Managing Director Foo Sen Chin said.

“We look forward to complementing Dell in expanding its market share in the Malaysian market via our 2,500-strong ICT distribution channel. Based on Dell’s comprehensive product suite and ECS’ strong distribution network, we are confident of a successful partnership.”

Through its channel strategy, Dell is formalizing existing initiatives to work with partners like ECS to increase profitability and deliver greater value, choice and flexibility to our customers.

“Today’s partnership between Dell and ECS underscores Dell’s long-term commitment to accelerating our growth and that of our partners in Malaysia, and delivering greater value to meet the demands of consumers and businesses here,” said Ng Tian Beng, Dell’s Managing Director for CSMB (Consumer, Small and Medium Business) in South Asia and Korea. “We have expanded our footprint in the channel business and we are continuously penetrating into new market segments. This partnership is one such example and we are now looking to drive this business into the next level.”

About ECS ICT Berhad

ECS ICT Berhad (“ECSB”), an MSC-status company, and its group of subsidiaries started in 1985 with the establishment of ECS KU Sdn. Bhd. Today, the Group is a leading distribution hub for Information & Communications Technology (“ICT”) products in Malaysia via ECS ASTAR Sdn. Bhd. and ECS PERICOMP Sdn. Bhd. Listed on the Main Market of Bursa Malaysia Securities Berhad on 15 April 2010, ECSB is an associate company of ECS Holdings Limited, a Singapore Exchange main board company which is one of the leading ICT distributors in Asia Pacific, accessing to a network of more than 21,000 channel partners across China, Thailand, Malaysia, Singapore, Indonesia and the Philippines.

ECSB distributes a comprehensive range of ICT products comprising notebooks, desktop computers, printers, software, network and communication infrastructure, servers, and enterprise software from more than 30 leading principals.

With a nationwide channel network of more than 2,500 resellers comprising retailers, system integrators and corporate dealers, ECSB also provides value-added product support and technical services. For more information, please visit www.ecsm.com.my.

About Dell

Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services they need and value. For more information, visit www.dell.com.

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