

## **Dell to Launch Free Recycling for U.S. Customers**

*Dell's no-charge recycling program for U.S. customers will be available online Friday at [www.dell4me.com/recycling](http://www.dell4me.com/recycling) the company announced today.*

Round Rock, Texas, October 1, 2006 /[India PRwire](#)/ -- Dell's no-charge recycling program for U.S. customers will be available online Friday at [www.dell4me.com/recycling](http://www.dell4me.com/recycling) the company announced today.

This recycling offer is designed for consumers and includes home pick-up of used Dell-branded computers and peripheral equipment at no-charge. The service is not tied to a replacement purchase.

Consumers entering a product identification number online will be able to print a pre-paid shipping label and an opportunity to schedule home pick-up for shipping the used computer.

"We want to make recycling easy and free for consumers, and are committed to recycling what we make and sell," said Eric Gates, Dell's worldwide manager of asset recovery services.

Dell has offered a no-charge recycling program for Dell-branded products in Europe since November 2003 and currently offers no-charge consumer recycling in Canada. The company announced a global recycling commitment in June that is expected to be implemented by November.

Dell supports a policy that would make all producers responsible for offering recovery and recycling services for their own brand products from consumers at no charge. Dell also believes the marketplace is best positioned to increase efficiency in collection, recycling and design of products, and any legislation should not include fees or creation of new government infrastructure for collecting and recycling electronics.

### **Recycling Events**

Dell has managed or supported more than 60 computer recycling events worldwide over the past three years. These events are helpful in raising consumer awareness of the importance of responsible recycling of electronics. Dell most recently managed recycling events in Wellington, New Zealand, and Nashville, Tenn. Dell has planned events for the remainder of this year in West Chester, Ohio, Oklahoma City, Melbourne, Australia and Perth, Australia.

### **History of Dell Recycling Efforts**

For more than two years, Dell has offered consumers no-charge recycling of any brand of used computer or printer with the purchase of a new Dell computer or printer. Dell's alliance with several Goodwill organizations in the U.S. has created the Reconnect program, which offers consumers in several markets free recycling of any brand of computer equipment dropped off at Goodwill donation centers.

For donating working computers, Dell's longstanding relationship with the National Cristina Foundation provides customers options that support local non-profit organizations.

Dell also offers product recovery services to business and institutional customers in most major markets, including Europe and North America. The company expands product recovery services on a country-by-country basis as its share grows. Dell's Asset Recovery Services, offered to business and institutional customers, provides reverse logistics, value recovery and reporting. The program is available at [www.dell.com/assetrecovery](http://www.dell.com/assetrecovery).

### **Notes to Editor**

#### **About Dell**

Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services they trust and value. Uniquely enabled by its direct business model, Dell sells more systems globally than any computer company, placing it No. 25 on the Fortune 500. Company revenue for the past four quarters was \$57.4 billion. For more information, visit [www.dell.com](http://www.dell.com). To get Dell news direct, visit [www.dell.com/RSS](http://www.dell.com/RSS).

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