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DELL'S NEWEST SPANISH-LANGUAGE LAPTOP ARRIVES IN LOS ANGELES MARKET

*The **fast, sleek and affordable Inspiron 15** makes Spanish easy with a built-in Spanish Operating System (OS) powered by an Intel processor running Windows 8 and full-sized Spanish-language keyboard.*

Los Angeles – Aug. 7, 2013 – Today, Dell re-launched its new-and-improved Inspiron 15, offering a fast, sleek and affordable notebook with an impressive battery life to Spanish-speaking consumers. The Inspiron 15 **is the only Spanish-language laptop manufactured and sold in the U.S. offered by Dell.** The laptop comes as a result of Dell's tremendous success with the Inspiron M5030, which was launched in 2011, and offers the latest in mobility and entertainment using Dell's cutting-edge Spanish Operating System (OS) and Spanish-language keyboard, at an affordable \$449 price point.

Dell's expansion with the Inspiron 15 is the next step of the company's strategy to provide technology, focusing on cities with the largest Hispanic populations. Dell understands the magnitude of the U.S. Hispanic market and the importance of family in this community. By designing a laptop that offers competitive entertainment technology, mobility and Spanish-language capabilities, Dell is providing new technology for Latino families and users looking to communicate in Spanish.

With the Inspiron 15, families who are increasingly bilingual can easily access and share music, movies and photos among relatives. Its 4GB memory* allows quick and easy multi-tasking; web/email and apps, at high-speed downloads for importing and exporting photos and videos. The laptop's 15" sleek, compact size, and impressive battery life ensures easy mobility, allowing the user to remain connected while on the move.

"Our customers made it clear they wanted an affordable laptop that was fully designed for Spanish speakers and available in the U.S.," said Brady Johns, director, North America retail, Dell. "We are proud to provide a computer that will make computing in Spanish easy for students, families and professionals who want to communicate and share information with relatives in their preferred language."

Dell chose "Top 50" consumer electronics retailer, Curacao, in Los Angeles to offer the Inspiron15. "Our customers know us for our knowledge-based sales associates and come to us when they have questions, especially about technology," said Juan Aguirre, computers product manager, Curacao. "We are proud to partner with Dell as the exclusive retailer offering the Inspiron 15 on the West Coast. It is an excellent, affordable and family-friendly product that offers the latest in entertainment, language capabilities and mobility."

About Inspiron 15



- Genuine Windows® 8 Spanish Operating System
- Full-sized Spanish-language keyboard
- Intel® Core™ i3-3227U (1.9GHz, 3MB Cache)
- 4GB Memory*
- 500GB* Hard Drive (5400RPM)
- Integrated Intel® HD Graphics
- Built-in Webcam
- DVD+/-RW Drive
- 15.6" HD Widescreen Display with Webcam
- 4-Cell Battery
- Retail starting price: \$449*

About Dell

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