

Telluride Film Festival

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35th ANNUAL TELLURIDE FILM FESTIVAL ANNOUNCES DELL AS PRESENTING SPONSOR

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BERKELEY, CA - Telluride Film Festival (August 29-September 1, 2008) presented by the National Film Preserve, a nonprofit arts and educational organization, announced today that Dell will be its Presenting Sponsor. This integrated partnership will provide significant resources and financial support for the 35th Festival to create a dynamic environment for Festivalgoers and artists alike. Dell will enhance the Telluride Film Festival on-site experience with special events and showcase Festival highlights online at Dell Lounge (www.delllounge.com), underscoring its commitment to creating technology and opportunities that enable filmmakers and fans to enrich, amplify and share their passion for film.

“When you think about how technology has changed the way films are made and experienced, Dell’s sponsorship of the Telluride Film Festival is an exceptional fit,” said Michael Tatelman, Dell’s Vice President of Global Consumer Sales and Marketing. “Our systems make it easier for filmmakers to create their vision, and for audiences to enjoy the movies.”

“We are thrilled to have Dell join us in our commitment to the appreciation of the art of cinema,” said Tom Luddy, co-director of the Telluride Film Festival. “Their pledge to supporting emerging filmmakers compliments our ongoing showcasing of important new works from around the world.”

The Telluride Film Festival has enjoyed a unique and prestigious position within the film and arts community since 1974. Celebrating its 35th Anniversary, the Festival will once again connect the world's most passionate film lovers with the world's most exciting new films. The Festival offers attendees the distinctive experience of being the first to see many new features and shorts, discover restored and revived masterpieces, meet filmmakers in an intimate ambiance, and celebrate major artists at special tributes.

Telluride Film Festival audiences were the first to see many award winning films including JUNO, INTO THE WILD, I'M NOT THERE, THE SAVAGES, MARGOT AT THE WEDDING, THE DIVING BELL & THE BUTTERFLY, PERSEPOLIS, BABEL, CAPOTE, THE LIVES OF OTHERS, LITTLE CHILDREN, VENUS, THE LAST KING OF SCOTLAND, BROKEBACK MOUNTAIN, WALK THE LINE, and VOLVER

About the Telluride Film Festival

Co-founded in 1974 by Tom Luddy, James Card and Bill and Stella Pence, the prestigious Telluride Film Festival, nestled in the beautiful mountain village of Telluride, Colorado, is a four-day, international educational event celebrating the art of film. The festival's long-standing commitment remains to provide the opportunity for filmmakers and film connoisseurs to join together and immerse themselves in the great film works of the past and the present. The intense schedule, kept secret until Opening Day, consists of debuts, remarkable treasures from the past, special Guest Director Programs and three major Tributes to guest artists. Festival headquarters are in Berkeley, California. For more information visit www.telluridefilmfestival.org

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 is a leading global systems and services company and No. 34 on the Fortune 500. For more information, visit www.dell.com, or to communicate directly with Dell via a variety of online channels, go to www.dell.com/conversations. To get Dell news direct, visit www.dell.com/RSS.

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