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MEMO

To: John Booke, President

From: Alexandra Papadopulos, Corporate Communication Vice President

Date: Feb. 6, 2012

RE: New Product Release

Dear Mr. Booke,

I understand your concerns about the downturn in our stock price, and our need to reestablish interest in our products to help overcome this downfall. I agree that our new razor-thin laptop would most likely increase our stocks, however I have a few concerns. I have spoken with the research and development department and they believe that because the product is only in the prototype stage that it would be detrimental to Dell to release any information on it at this time. We would be at risk of breaking several SEC rules. Here is a list of my suggestions for a future plan of action:

- Continue to distribute information on the benefits of using our current products
- Create a timeline of when the product will most likely be in its final stages
- Distribute news releases on the product only when we have full information on it to avoid creating a misleading impression to the public to unjustly affect our stocks
- Ensure timely disclosure of all information to avoid unusual market activity or market variations
- Avoid exaggerating descriptions of the product that could cause misleading impressions to potential investors

I believe that if we precisely follow our products timeline that we can successfully increase our stock while remaining within the SEC guidelines of conduct. By waiting to release information till the appropriate time we will be able to arouse interest immediately before its availability, ensure we are not creating a misleading impression, and hopefully increase our stock as a result. Please let me know your thoughts regarding the material above.

Look forward to hearing from you,

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