



FOR IMMEDIATE RELEASE  
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## **Small-Business Owner Named As Finalist for Dell/NFIB Award**

*Dell and NFIB Partner to Recognize Superior Customer Value and Experience*

The small-business group NFIB and Dell Inc., today announced that Top Dog Daycare of Colorado Springs, Colo., has been chosen as a finalist in the Dell/NFIB Small Business Excellence in Customer Experience Award. Joelle Hilfers owns Top Dog Daycare.

Boasting a 10,000 square-foot, open-air facility with no bars or cages to restrain dogs for overnight or daily care, Top Dog Daycare is the original day care for dogs in the Pike's Peak region. They offer overnight dog boarding kennels, grooming services and dog training. With 15 employees, Top Dog Daycare has provided superior customer service and excellent care for dogs for four-and-a-half years.

Top Dog Daycare utilizes online services to improve their business and customer service including a reservation system eases scheduling and booking tasks for employees and customers. A unique Web cam stationed at the facility allows clients to watch their dogs romp and play during their stay. Top Dog Daycare is a member of NFIB.

"Twenty years ago, as a small-business, we created a sales model that starts and ends with the customer. This approach has been the foundation of our growth," said Michael Dell, chairman and chief executive officer. "Today's finalists also understand the customer comes first and they have used technology to improve their services, products and performance. The Dell/NFIB Small Business Excellence in Customer Experience Award recognizes the value these small businesses place on customer service and we congratulate them on this accomplishment."

"Main Street entrepreneurs take risks every day, but one thing they won't risk is delivering less than the best when it comes to customer service. The small businesses selected as finalists for the Dell/NFIB Small Business Excellence in Customer Experience Award use technology to deliver a top-notch customer service experience," said NFIB President and CEO Jack Faris. "These men and women are the heart of America's economic engine and we applaud them for all they do each day to move our economy forward. NFIB is proud to honor them through this partnership with Dell."

The Dell/NFIB Small Business Excellence in Customer Experience Award finalists were selected by members of the Herb Kelleher Center for Entrepreneurship at The University of Texas at Austin for their spirits of innovation. Small-business owners were challenged to illustrate how they have used information technology to drive a significant change and/or developed a competitive advantage in delivering superior customer value and experience.

The award winner will be announced on June 16, 2004, at the NFIB National Small Business Summit in Washington, D.C. The winner will receive \$20,000 in technology from Dell; a “Day with Dell” program, including time with Michael Dell; a Lifetime NFIB membership; and other prizes. The remaining nine finalists will each receive a Dell Latitude notebook computer and a one-year membership to NFIB.

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*The National Federation of Independent Business (NFIB) is the nation’s largest small-business advocacy group. A nonprofit, nonpartisan organization founded in 1943, NFIB represents the consensus views of its 600,000 members in Washington and all 50 state capitals. For more information on NFIB visit [www.NFIB.com](http://www.NFIB.com). NFIB’s 2004 National Small Business Summit will be held June 16-18 in Washington, D.C. More information is available on-line at [www.NFIB.com/summit](http://www.NFIB.com/summit).*

*Dell Inc. (NASDAQ: DELL) is a premier provider of products and services required for customers worldwide to build their information-technology and Internet infrastructures. Company revenue for the past four quarters totaled \$39.7 billion. Dell, through its direct business model, designs, manufactures and customizes products and services to customer requirements, and offers an extensive selection of software and peripherals. Information on Dell and its products can be obtained at [www.dell.com](http://www.dell.com).*