



DELL AND GOODWILL LAUNCH FREE COMPUTER RECYCLING SERVICE AND COMPUTER WORKS STORE FOR CONSUMERS IN HOUSTON AREA

Houston, Texas – [Goodwill Industries of Houston](#) and Dell celebrate the much anticipated launch of the [Computer Works](#) store and [Reconnect](#) program. Consumers in the greater Houston area now have a free recycling program for used computer equipment through Reconnect and a store to purchase gently used computer hardware and software solutions at Computer Works.

The grand opening of the Computer Works store and the free computer recycling program will be officially announced at 12230 Westheimer on March 26th at 9:00 am. Offering convenience to consumers, computer systems and software can be dropped off at any of the 16 Goodwill retail stores or 32 donation centers in the greater Houston area.

“Dell and Goodwill Industries of Houston are eager to begin the operational phase of our alliance,” said Steve Lufburrow, Goodwill Houston’s President and CEO. “Taking on the responsibility of recycled e-waste is critical to high environmental standards. Offering this service to the communities we service is something we take great pride in. This joint effort between Houston Computer Works and Dell Reconnect is a beneficial community effort that supports Goodwill’s mission of serving people with disadvantaged conditions.”

This relationship is being spread across the country bringing technology minded buyers and earth friendly disposal services together to create a dynamic relationship. The program goals are to divert millions of pounds of used computers and computer equipment from area landfills; and provide consumer education on the importance of environmentally-responsible computer disposal.

“Dell wants to make computer recycling easy and free for any consumer, and Reconnect is an important program that helps make that possible,” said Joe Strathmann, head of product recycling services for Dell. “Becoming the greenest technology company means partnering with communities, stakeholders and customers to help protect the Earth. Our latest Houston partnership is an excellent example of that effort in action, and brings free computer recycling to even more Texas citizens.”

All revenue generated from the Reconnect recycling program and computers resold through Computer Works support Goodwill’s mission of finding meaningful employment for disabled and disadvantaged community members.

The Houston Computer Works store provides an affordable retail outlet for computer hardware and software in the Houston, Texas community as well as the de-manufacturing process of computer systems. Residents can find a drop-off location at www.houstoncomputerworks.org or learn more about the Reconnect program at www.reconnectpartnership.com.

About Goodwill Industries of Houston

In 2007, Goodwill Houston took on an initiative called the Power of Work Campaign to increase services in our community through Job Connection Centers, Stores and Attended Donation Centers. Each time we open stores and centers, we create more jobs in the community which assists us in our mission of Changing Lives through the Power of Work. www.goodwillhouston.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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