

# Dell to sell computers in China's largest retailer

**Austin Business Journal - 2:44 PM CDT Monday, September 24, 2007**

Dell Inc. will now be selling its computers through an electronic goods retailer in China.

**The Round Rock-based computer giant says it has partnered with GOME, China's largest electronics retailer, in order to reach more consumers.**

Dell (NASDAQ: DELL) will begin rolling out its merchandise in about 50 GOME stores next month. It also plans to deploy Dell employees to the stores in China to service in-store customers.

The stores will stock Dell notebooks and desktops, such as the 1420 notebook, 9200 desktop and Inspiron 530 desktop.

"Starting in October, consumers can buy Dell products at GOME stores that will help satisfy customers' diversified needs," Chen Xiao, president of GOME. "I am confident that we made the right decision to partner with a top-name brand to sustain our growth in China."

The agreement with GOME is the latest effort by Dell to drive up worldwide computer sales. Dell has reached similar agreements with Bic Camera Inc. in Japan, Carphone Warehouse in the United Kingdom and Wal-Mart in the U.S.

**And last week, Dell said it will open its first retail store in Russia, next month. The store will be in Moscow.**

Courtesy of JB Goodwin