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PRESS RELEASE

Dell Announces Endeavor Co-Founder & CEO Linda Rottenberg as one of the Inspiring Entrepreneurs for the Take Your Own Path campaign

NEW YORK, September 8, 2009 – [Endeavor](#)'s Co-Founder & CEO Linda Rottenberg was named one of [Dell](#)'s "Inspiring Entrepreneurs" for the Take Your Own Path campaign that launches nationwide today.

Take Your Own Path distinguishes entrepreneurs as "heroes," and is being introduced in the U.S., Japan, Germany, China and the UK following its initial successes in India and France. Linda receives this honor along with LinkedIn CEO Reid Hoffman, Cakelove founder Warren Brown, and Sew What? President Megan Duckett.

The campaign celebrates these entrepreneurs with joint local, national and global exposure through a variety of advertising initiatives. It is also being integrated with Dell's online marketing efforts, expanding on the company's Small and Medium Business Solutions Center.

"Dell has always believed that it takes an extraordinary person to launch and run a business. We understand the potential of medium and small businesses to transform the global economy and the Take Your Own Path campaign underscores Dell's commitment to supporting individuals with a big idea," said Paul-Henri Ferrand, VP of global marketing for Dell Small and Medium Business. "Today, Dell celebrates the many achievers and dreamers who dare to forge ahead in their own way with a view of how they could change the world, pushing boundaries and ultimately, leading the global economic recovery."

"Dell clearly understands the needs of entrepreneurs who take risks and bet big on business success. We're excited to participate in this one-of-a-kind campaign," said Linda Rottenberg.

About Endeavor

[Endeavor](#) breaks down barriers that prevent emerging-market entrepreneurs from reaching their high-impact potential. Hailed by *NYT* columnist Thomas Friedman as the "mentor capitalist" model, Endeavor identifies entrepreneurs leading high-growth innovative companies in emerging markets. These entrepreneurs are given world-class strategic advice, access to key networks and other tools that will catapult them to success. With Endeavor's guidance they become "high-impact" – expanding employment, generating wealth and inspiring others to innovate. Often overlooked, these local entrepreneurs are now jumpstarting private sector development in their countries.

As of 2008, Endeavor Entrepreneurs throughout Latin America, South Africa and Turkey have created over 96,000 new jobs and generated over \$3.15 billion in revenues. For more information, visit www.endeavor.org or follow us on http://twitter.com/endeavor_global.