



HUNTER CREATIVE GROUP JOINS DELL'S PARTNERDIRECT PROGRAM

INDEPENDENCE, IA, April 23, 2013 – Hunter Creative Group (which offers a complete line of services including websites and designs, hosting, printing and promotions, photo and document scanning, performance computers, servers and data security) today announced it has joined [Dell's PartnerDirect](#) program as a Registered Dell Partner. Built on three main tenets of simplifying IT, less complexity, and the advantages offered by the Dell business model, PartnerDirect will create a lasting and mutually beneficial relationship between Dell and Hunter Creative Group.

As a Registered Dell Partner specializing in Enterprise Architecture, Hunter Creative Group gains additional expertise in key enterprise products and solutions, including servers, storage, virtualization, computing flexibility and energy efficiency.

PartnerDirect, administered by the Dell Global Commercial Channel Group led by Greg Davis, is designed to provide companies like Hunter Creative Group with the opportunity to utilize Dell's enterprise expertise while also helping Dell to evolve its culture.

"Dell is helping us to expand our business by offering us an additional line of quality products to offer to our clients." said Tammy Hunter, Website Services Manager for Hunter Creative Group. Even though we typically build our own high performance computers and servers, sometimes people just want the name of a proven industry leader. It is nice to be able to offer Dell as an affordable option." says Tammy Hunter.

Through PartnerDirect, Dell is formalizing existing initiatives to help partners like Hunter Creative Group increase profitability and deliver greater value and choice to their customers. In December 2007, Dell launched a [dedicated partner online community](#) to broaden conversations about how Dell can best meet the needs of its partners and work with them to simplify information technology for their customers.

Based on feedback from thousands of solution providers, features developed as part of the PartnerDirect program include:

Access to a dedicated partner Web site at www.dell.com/partner;

- Partner logos and guidelines for certain marketing activities;
- 100-percent dedicated sales and customer care;
- Certification paths and training;
- Range of financing options; and,

Deal registration serviced by SalesForce.com's partner relationship management tool.

Organizations interested in Dell's PartnerDirect program can learn more by visiting www.dell.com/partner.

About Hunter Creative Group

Since 2007, Hunter Creative Group has provided a complete line of advertising and marketing services for businesses of all sizes.

As a one-source provider for business enhancements, they offer complete website setup and management services, web hosting, printing and promotional products, photo and document scanning services, custom-built performance computers and servers, server security and data security, and much more.

For more information about Hunter Creative Group, visit www.HunterCreativeGroup.com.

About Dell

Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services that give them the power to do more. For more information, visit www.dell.com.

Contact Information			
Media Contacts for Dell:			
Laura Thomas	Dell	(512) 723-1716	Laura_P_Thomas@Dell.com
Tammy Hunter	Hunter Creative Group	(319) 334-7139	THunter@HunterCreativeGroup.com

###