



PRESS RELEASE

Dell to Sponsor 2010 SRI in the Rockies Conference

Leader in Corporate Social Responsibility to Welcome SRI Industry Leaders to Texas

Colorado Springs -- August xx, 2010 – SRI in the Rockies, the largest and longest-running conference for the sustainable and responsible investing industry in the world, today announced that Dell is a Benefactor Sponsor of the 21st annual SRI in the Rockies Conference.

“For the first time in its history, SRI in the Rockies is coming to Texas and we are delighted to be a key sponsor,” said Deborah Albers, Dell’s Principal Social Strategist. “At Dell we are committed to preserving the planet’s finite resources so future generations can prosper. We know that working together with our customers, employees and partners, we can create a healthy and sustainable future.”

This is the 7th consecutive year that Dell has sponsored the SRI in the Rockies Conference. Widely recognized as a leader in corporate social responsibility (<http://content.dell.com/us/en/corp/cr.aspx>), Dell focuses on the ideals of environmental responsibility, corporate accountability and social responsibility. The company believes that addressing these issues supports the attainment of financial goals and can be critical to long-term corporate success.

“Corporate responsibility is a critical component of Dell’s business plan, and Dell walks the talk,” said Steve Schueth, President of First Affirmative and producer of SRI in the Rockies. “We are honored to have their support, as we seek help to direct the flow of investment capital in more positive, healthy, transformative ways.”

The 2010 conference, *Responsible Investing in a Changing Financial Landscape*, will be held at the [JW Marriott Hill Country Resort & Spa](#) in San Antonio, November 18–21, 2010. Early bird [registration](#) discounts are available for conference attendees.

The 2010 conference will highlight new opportunities for advisors and investors who embrace innovative investment strategies focused on environmental, social, and governance (ESG) issues. The 650-plus professionals expected to attend will include licensed investment professionals serving investor clients, representatives of SRI product and service providers to the industry, and non-profit organizations, community development banks and credit unions, faith-based organizations, and other groups working with the SRI community on various social change initiatives.

To register to attend the conference, go to <http://www.sriintherockies.com/register.jsp>. Early registration ends September 28th. For assistance with registration and sponsorships, please contact Conference Coordinator Krystala Kalil at 888-774-2663 / Krystala@SRIintheRockies.com.

ABOUT DELL

Dell creates, enhances and integrates technology and services customers count on to provide them reliable, long-term value. Dell provides system-management solutions for customers of all sizes and system complexity with its own offerings and by partnering with best-in-class solution providers. Learn more at www.dell.com.

ABOUT FIRST AFFIRMATIVE FINANCIAL NETWORK

First Affirmative Financial Network, LLC (www.FirstAffirmative.com) is an independent fee-only Registered Investment Advisor (SEC File #801-56587). The company, which manages about \$635 million in client portfolios, offers consulting and asset management services through a nationwide network of investment professionals who specialize in serving socially conscious investors. First Affirmative produces the annual SRI in the Rockies Conference (www.SRIintheRockies.com), the premier conference for the sustainable and responsible investment industry in North America.

MEDIA QUESTIONS

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