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CDW Expands IT Roster With Scottie Pippen and Rick Mahorn Joining Charles Barkley

New Campaign Featuring Basketball Greats Showcases How a Team of Technology Experts Helps Organizations Win

VERNON HILLS, Ill.--(BUSINESS WIRE)-- [CDW](#) (NASDAQ: CDW), a leading provider of [technology solutions](#) to business, government, education and healthcare, launched the latest phase of its "People Who Get IT" integrated brand campaign to coincide with the NCAA basketball tournament. This time around, fictional company Gordon & Taylor outperforms the competition with help from basketball greats Scottie Pippen and Rick Mahorn, in addition to campaign mainstay Charles Barkley.



NBA greats Charles Barkley, Scottie Pippen and Rick Mahorn in CDW's newest "People Who Get IT" campaign (Photo: Business Wire)

Scottie Pippen and Rick Mahorn, enables us to tell our story in an entertaining way that matches the excitement of March Madness, while also highlighting our partners' key IT offerings."

The campaign showcases CDW's expertise in cloud computing, mobility and data center solutions. Just as Barkley helps Gordon & Taylor win with the support of his teammates, leading IT solutions from CDW and its partners help customers grow and succeed. Partner solutions from APC, HP, Intel, Lenovo and VMware are featured, along with the CDW capabilities that power them.

Barkley has anchored the serial "People Who Get IT" campaign since March 2012, engaging CDW's audiences in a memorable way to effectively deliver simple, clear messages that resonate with IT professionals and business leaders alike.

Ogilvy & Mather Chicago worked with CDW to develop the campaign. Spots will appear on national television and radio, in print and online throughout March Madness. The ads, directed by award-winning and Hall of Fame television commercial director Joe Pytko, will run during the NCAA March Madness broadcasts on CBS and the CBS College Sports Network (CSTV). In addition, radio spots will run on ESPN- and Westwood One-affiliated stations. The print and digital elements of the integrated campaign will feature a new and evolved look and feel.

To access the campaign materials, visit [CDW.com/PeopleWhoGetIT](#). To learn more about CDW, visit [CDWCorp on Twitter](#), [CDW Corporation on Facebook](#), [CDW on LinkedIn](#) and [CDW on Spiceworks](#).

About CDW

CDW is a leading provider of technology solutions to business, government, education and healthcare. A Fortune 500 company, CDW was founded in 1984 and employs approximately 7,200 coworkers. For the year ended December 31, 2014, the company generated net sales of more than \$12.0 billion. For more information, visit [www.CDW.com](#).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150318005137/en/>

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