



October 7, 2015

Charles Barkley Is Trapped in the Internet and Only CDW Can Save Him

All-new Integrated Brand Campaign Showcases How Technology Can Save the Day and Help Businesses Succeed

VERNON HILLS, Ill.--(BUSINESS WIRE)-- [CDW](#) (NASDAQ: CDW), a leading provider of [technology solutions](#) to business, government, education and healthcare, launched its all-new "Charles Barkley is Trapped in the Internet" integrated brand campaign. NBA Hall of Famer Charles Barkley stars in this new twist on CDW's long-running "People Who Get IT" campaign, which will appear on national television and radio. The campaign also features extensive online, digital and in-person engagement.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20151007005294/en/>



Charles Barkley is trapped in the Internet and only CDW can save him. (Photo: Business Wire)

and how CDW's technology solutions help our customers achieve their goals."

CDW's partners in the effort include [HP](#), [Intel](#), [Lenovo](#), [Microsoft](#), [APC](#) and [FireEye](#). The public can also help save Barkley by visiting CDW's [Mission Control](#) website and by using the social media hashtag #SaveBarkley.

Barkley has anchored CDW's brand campaigns since 2012, engaging CDW's audiences in a memorable way using humor to effectively deliver simple, clear messages that resonate with IT professionals and business leaders alike.

The campaign features broadcast, online and radio advertising, a dedicated website that will feature new content throughout the campaign, social media and internal engagement programs, sales enablement, customer events, [CDW.com](#) promotions and public relations support. The ads, directed by Joe Pytka, will run during the Monday Night Football broadcasts on ESPN, as well as during college game day and other sporting events on ESPN, ABC and Westwood One.

To access exclusive "Charles Barkley Is Trapped in the Internet" campaign materials, visit [CDW.com/SaveBarkley](#), [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 more than 7,200 coworkers. For the trailing twelve months ended June 30, 2015, the company generated net sales of almost \$12.4 billion. For more information, visit www.CDW.com.

Barkley is trading in his desk at Gordon & Taylor to go on a trip. As he's going through airport security, something goes awry with his smartphone and he finds himself trapped in the Internet. Enter CDW, whose technology experts and partners will help rescue Barkley.

While CDW and its partners work to save him, Barkley keeps busy. He visits top web videos, wanders through video conference calls and learns what it's like to be a popular meme.

"In today's ever-changing business environment, organizations must be prepared for anything - and need a technology solutions provider who can help at a moment's notice," said Neal Campbell, senior vice president and chief marketing officer at CDW. "The approach for this campaign is a lighthearted take on the integral link between technology and business,

CDWPR-CO

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News Provided by Acquire Media