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## CDW Announces Rebranding of Kelway

*The unified international brand will ensure customers have a fully integrated and consistent experience*

LONDON--(BUSINESS WIRE)-- [CDW](#) (NASDAQ: CDW), a leading provider of technology solutions to business, government, education and healthcare, today announced Kelway changed its name to CDW. The change follows CDW's acquisition of the U.K.-based solutions provider last August.

Since the acquisition in August 2015, the two companies have been working closely together to merge and enhance their deep industry expertise and best-in-class multinational offerings. Rebranding Kelway is the natural next step in the integration process to ensure a seamless and exceptional customer experience.

"The opportunities to deliver enhanced services and solutions stemming from this integration offer tremendous potential," said Phil Doye, founder, Kelway. "Everything our customers value about their relationship with Kelway - consistent local account management, flexibility, reliability and continued investment in our services capability - will strengthen as we become CDW."

CDW helps customers navigate an increasingly complex IT market by bringing together the best technologies from multiple partners. Customers rely on CDW for its technical expertise as well as its ability to deliver world-class solutions and serve as a trusted advisor.

"CDW prides itself on understanding customers' needs better than anyone else," said Tom Richards, chairman and CEO, CDW. "For more than 30 years, our laser focus has made us a leading provider of IT solutions and services. This announcement enhances our ability to work together as one company and ensures we can continue to exceed customers' expectations."

To help introduce CDW to customers in the U.K., the company will roll out a local marketing campaign with print, digital and out-of-home components, including taxi, rail and office signage.

For more information, please visit [www.UK.CDW.com](http://www.UK.CDW.com).

### About CDW

CDW is a leading multi-brand technology solutions provider to business, government, education and healthcare organizations in the United States, Canada and the United Kingdom. A Fortune 500 company with multi-national capabilities, CDW was founded in 1984 and employs more than 8,400 coworkers. For the year ended December 31, 2015, the company generated net sales of over \$12.9 billion. For more information about CDW please visit [www.CDW.com](http://www.CDW.com).

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