

EMC News Release EMC Corporation Receives Distribution Industry's Rising Star Award *Honor Recognizes EMC's Large Growth Gains of Software Sold Through IT Distributors*

Hopkinton, Mass.-Thursday, September 21, 2006

EMC Corporation, the world leader in information management and storage, today announced that it received the Global Technology Distribution Council's inaugural Rising Star Award for outstanding software sales growth through IT distributors. The GTDC presented the award to Gregg Ambulos, Vice President, America Channel Sales at its annual Summit event, held this year in San Francisco, Sept. 19-20, and attended by the world's leading IT vendors and distributors.

The GTDC, whose member distributors represent more than \$80 billion in annual sales, created the Rising Star Awards because of the impressive success companies such as EMC are having in partnership with IT distributors. Reflected in the theme of this year's conference, *GTDC Summit 2006: The New Wave of Growth in Distribution*, the value proposition of IT distributors has never been more pronounced, especially considering the renewed industry emphasis on reseller channel services, supply chain efficiency and cost management. EMC's performance attests to the excellent demand for its products as well as the pivotal role of distributors in reaching and supporting diverse end-user markets.

Tracking the Results: NPD Service Reports

IT Distributor Sales by Product Category

Sales results for Rising Star award winners are based on actual revenue growth over the past year, as reported by a leading consumer and retail information company, The NPD Group, in its [Distributor Track](#)[®] service. Available by subscription, the Distributor Track aggregates distributor sell-through data to enable sharp insight into channel sales and pricing trends with the ability to drill down into product subcategories, including detailed attributes based on specific areas of interest. To be eligible for a Rising Star award, vendors are required to have sold corresponding products through IT distributors for a minimum of one year with at least 20% year-over-year sales growth for hardware manufacturers and 15% year-over-year sales growth for software publishers. The hardware category includes separate awards for vendors with \$20 million to \$100 million in annual sales and those with more than \$100 million in sales.

"Presenting EMC with the Rising Star Award for achieving the largest percentage growth gains of software sold through IT distributors validates EMC's software acquisition strategy and focus on developing long standing relationships with distributors," said Tim Curran, CEO, Global Technology Distribution Council.

"Distribution partners are a critical element of EMC's go-to-market strategy and we value their ability to help us successfully work with VARs who expand EMC's reach through new market opportunities," said Ambulos. "We are honored to win the Raising Star Award for our increased

software sales growth through IT distributors and believe this is further proof of EMC's evolution from a hardware company to a solutions company."

About The Global Technology Distribution Council

The Global Technology Distribution Council (GTDC) is a worldwide industry association dedicated to defining and promoting the role of wholesale distribution in a successful and healthy information technology channel. The Council is comprised of the computer industry's top wholesale distributors dedicated to serving "the channel," a network of skilled value-added resellers and retail stores focused on providing hardware, software, and services to businesses and consumers around the globe.

About EMC

EMC Corporation (NYSE: EMC) is the world leader in products, services and solutions for information management and storage that help organizations extract the maximum value from their information, at the lowest total cost, across every point in the information lifecycle. Information about EMC's products and services can be found at www.EMC.com.