

RUSTY LUCAS
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March 25, 2005

Dell Computer Corporation
One Dell Way
Building 2
Round Rock, TX 78682
ATTN: Advertising department

Dear Dell Dudes:

Before I get into the real reason for my letter, I notice that your offices are in "Building 2". I am curious who it is that got into Building 1. Can you shed any light on that at all?

I heard that you fired Steve, the "Dude, you're getting a Dell" guy, because he was arrested for possession of pot. While this isn't really a situation of the pot calling the kettle black, I have to ask the question: Was there ever any doubt that this guy was smoking dope? I mean you basically encouraged and reinforced the whole stoner image based on your commercials and Steve's personality, demeanor, and vocabulary in those commercials. Do you at all feel responsible for his fate after giving him all of that money to act like a freak while promoting your PCs? What else was he supposed to do with that fortune other than blow it on blowing smoke?

I know that you have since moved in a different direction with your advertising campaigns, likely in effort to distance yourselves from the negative dope smoking image. While I think the interns in your commercials are a little more wholesome and clean cut American youths, the real way to regain your virtuous image is to start a campaign that will target America's heartland. It all starts in the midwest. I should know because I live there!

The farming community! Once you get the farmers in your pocket, everything else will fall into place like dominoes. Obviously your main competitor, Gateway, has been targeting dairy farmers for years with their shipping boxes and PCs that feature cow print patterns. That was ingenious in my opinion, but you guys have the Ace in the Hole and don't even know it. Why not start a new campaign with a soft spoken likable farmer guy in denim bib overalls and his wife. They could discuss their financial troubles with declining farming revenues, but they ultimately decide that they have enough money to buy a computer. So they try to get a leg up by tracking all of their farming needs with a new Dell PC: an affordable machine packed with power.

The campaign could be known simply as the Farmer and the Dell. That would do wonders for your image and for your sales.

But getting back to Steve and the drug image, I think it would be a fine gesture by your company to take some of the multimillion dollars you get every day for selling computers and put it into a drug abuse fund of some sort. That would show the American public (1) that you do not condone illicit drug use; (2) that you care about those who have become dependent on illegal substances; (3) that you are a reliable company with good moral and family values; and (4) that you are willing to give some of your ill gotten wealth back to the communities in effort to make amends for your prior transgressions.

I don't think that you should allow any professional baseball players to benefit from this fund since they are still unwilling to admit that they have drug problems. Have you heard these guys in the news lately? I wonder why there isn't a major league team named after the ostrich yet. Get your heads out of the sand why don't you!!! The only drug users who should benefit from **your** fund are those willing to admit their problems and make a change -- like Tommy Chang and the lead singer from the Bengals. And maybe even Steve the former Dell Dude if he is really ready to rehab.

There is a local grass roots organization in my community called Ban All Smoking Forever. This group is dedicated to not only stamp out marijuana use, but also any other form of tobacco or any other substances that can be rolled up and set afire with a match. We all know that kids who start out on cigarettes or snuff will likely end up as users of other more potent and dangerous mind altering drugs. Some of them probably just want to seem cool like the "Dude, you're getting a Dell" guy.

Anyway, I am sure that Ban All Smoking Forever could benefit from a donation from Dell computers. What do you say? If you go this route, you may not be able to get the tobacco farmers to buy into your Farmer and the Dell campaign, but there are plenty of other farmers out there who will buy your computers.

Sincerely,

A handwritten signature in black ink that reads "Rusty Lucas". The signature is written in a cursive, slightly slanted style.

Rusty Lucas

p.s. Do you have any free Dell baseball caps? My friend owns a Dell computer and she has always been saying how nice it would be to have a baseball cap to match her PC. She likes to accessorize her clothing with her electronics and vice versa. My PC is a Gateway. I hope you will not let that affect your decision to donate to BASF. If you send me a free baseball cap for my friend, I will consider buying a Dell PC the next time I am in the market for a new computer.