

Retail

*Dinastia

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have been certified. More over, we are an ISO 9001:2000 company so many procedures in place to make sure that we meet our customers' expectations," Store Manager Ana Laura Castillo said. "We also do our own local assembly of Alaska products and are the only ones that give a three-year warranty on all of our desktop computer systems and a one-year warranty on notebooks."

Don't feel financially ready to purchase a computer? No problem. Dinastia offers six-month interest-free financing, and lease agreements on computer systems for personal and business use.

Having problems with your computer? Don't worry. Dinastia offers full tech support at the store, via telephone or on-site.

Dinastia understands that your computer is important to you, that is why it offers repair services (whether you purchased your computer with them or not) and guarantees a 48-hour return of your product, not including time required for special order components on some systems.

"Over the last year, we have been getting more and more PCs for repair that people bought elsewhere and on the Internet. Most of these PCs have only one-year warranty and when the warranty expires, the repair costs become very expensive if they go back to the vendor that they buy from," Castillo said. "Many users are beginning to understand the meaning of TCO (Total Cost of Ownership) for their PCs. Buying the right PCs and getting the right warranty support will lower the TCO significantly."

Dinastia Computer Superstore was established in 1990 by Patrick Wong and Alfredo Flores; and they launched their own Alaska name brand products in 1998.

Since then, Alaska computers have become the No. 1 PCs in homes in Mexico, and currently ranks as the No. 3 leader in the computer industry in the Mexican Republic.

Alaska servers are 100 percent based on Intel architecture and all the components used in their servers are Intel and Microsoft approved. Alaska servers are the third most popular in the

Republic of Mexico.

In a span of 13 years, Dinastia has branched out and has locations throughout Mexico, including Monterrey, Nuevo Laredo, Torreón, Chihuahua, Aguascalientes, Puebla, Querétaro, Guadalajara and Mexico City.

Alaska products are also distributed in some Latin American countries such as Bolivia, Chile, Uruguay, Argentina and Peru.

*Lacks

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Ltd., and the position was later passed to subsequent generations within the Aaronson family.

Today, Lack's is one of the top 100 retail furniture operations in the United States.

There are over 10 Lack's stores operating in the Rio Grande Valley alone with the Lack's Galleria in McAllen, a

140,000 square foot store, being one of the largest furniture stores in the state.

Lack's Galleria in Brownsville, an 82,000 square foot store, was opened in October 1998, and the newest Lack's Galleria store opened in Laredo on March 4, 2002.

Though Lack's representatives reported there are currently no further plans for expansion in the Laredo

area, there will however be "in-house" expansion with new vacancies, job opportunities, and up-to-the-minute training available for qualified applicants.

Rodriguez urged Laredoans seeking employment to join the Lack's team—where Lack's provides opportunities that bring more than just "all the comforts of home."

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