March 19, 2008

Ingram Micro Offers ASUS Components and Notebook Products to U.S. Channel Partners

No. 1 Components and Notebook Design Manufacturer Teams Up with Ingram Micro's Components Division to Extend its Customer Reach in the U.S.

SANTA ANA, Calif., March 19 /PRNewswire/ -- Ingram Micro's (NYSE: IM) Components Division today announced it is carrying the complete line of award-winning components and notebook products from the worldwide leader in consumer electronics: ASUS(R).

The world-renowned high performance ASUS motherboards, barebones systems, graphic cards, optical disks, and cooling products are available immediately to channel partners in the U.S. The addition of ASUS' high-quality components strengthens Ingram Micro's server, desktop, and notebook Build-to-Order solutions and extends the value it provides as the industry's preferred one-stop-shop for system builders.

As part of the new agreement, Ingram Micro's Components Division will support the various ASUS reseller programs such as the ASUS Partner Notebook Program (APnP) which provides easy steps for notebook resellers to receive instant rebates. The two industry leaders will work together to provide the best support for ASUS channel partners.

"The white box market represents a gold mine of opportunity for our system builder partners, manufacturers, and Components Division -- especially when you look beyond the technology and get involved in the value added services these solutions command such as integration and design," says Tim Ament, vice president, Ingram Micro's Components Division, U.S. "The addition of ASUS to our growing portfolio of components and notebook solutions radically enhances our offerings and demonstrates to our partners just how serious we are about earning their business and becoming the No. 1 components distributor in the industry."

"Ingram Micro's Components Division has a keen understanding of the market dynamics and needs of the system builder community. They also recognize the value and service potential of our components portfolio and notebook products," says Jackie Hsu, president, ASUS Computer International. "The partner reach and execution that Ingram Micro delivers will help accelerate our growth and maximize the value we provide to our partners through the various reseller programs."

Ingram Micro's Components Division was launched in 2003. Today, the growing Division represents more than 55 leading and emerging manufacturers and holds strong market share positions with industry leaders such as Intel, AMD, Western Digital and Kingston.

System builders interested in learning more about ASUS components, notebook products and partner program, please contact your Ingram Micro sales team or the Ingram Micro Components Division at (800) 456-8000, ext. 76466 or email Sherryl Morris at sherryl.morris@ingrammicro.com.

About ASUS

ASUS is a leading company in the new digital era. With a global staff of more than 100,000 and a world-class R&D design team, the revenue for 2007 was 6.9 billion U.S. Dollars. ASUS has been ranked in Business Week InfoTech 100 for 10 consecutive years, and has been ranked No. 1 by the Wall Street Journal Asia for best quality products in Taiwan.

About Ingram Micro

As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services, and product aggregation and distribution. The company serves 150 countries and is the only broad-based global IT distributor with operations in Asia. Visit http://www.ingrammicro.com.

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