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Ingram Micro and BroadSign Unveil Industry's First Digital Signage SaaS Solution

New "Digital Signage Kits" Offer Resellers a Turnkey Approach to Selling Digital Signage Solutions to Enterprise and Small and Mid-size Businesses in North America

SANTA ANA, Calif., Feb. 9 /PRNewswire-FirstCall/ -- Ingram Micro Inc.'s (NYSE: IM) Digital Signage Division today announced it has expanded its alliance with BroadSign International Inc., a leading worldwide provider of Software-as-a-Service (SaaS) for managing digital signage networks, to deliver the IT channel's first digital signage deployment kits supported by ongoing managed services.

Available now exclusively through Ingram Micro, the new *Digital Signage Kits* come in a variety of bundles that allow Ingram Micro value-added resellers (VARs) in the U.S. and Canada to sell digital signage packages to end users. BroadSign International provides the software component which includes BroadSign(TM) Suite, an easy-to-use SaaS platform with optional high-quality content feeds that can be customized to entertain and inform viewers. These new digital signage kits are an industry first for the IT channel and mark the start of BroadSign's exclusive relationship with Ingram Micro.

"Our new Digital Signage Kits are the perfect solution for those resellers in the U.S. and Canada who want to sell and in many cases install digital signage solutions, but just don't have the expertise or resources in house," says Kevin Prewett, vice president, Digital Signage Division, Ingram Micro U.S. "By teaming with BroadSign, we are bringing to market the industry's first comprehensive set of hosted, end-to-end digital signage media and advertising solutions available through two-tier distribution. What's more is that we're offering our channel partners another lucrative, commission-based revenue stream that can be easily incorporated into their existing solutions portfolio and sold to a variety of businesses of all sizes."

"Until now, professional digital signage deployment has been too complex and expensive for smaller venue owners," says Brian Dusho, President and Chief Strategy Officer of BroadSign. "Thanks to our collaboration with Ingram Micro, for the first time in this field, all components are now simplified and packaged in such a way that small operators and VARs can take advantage of this growing market at a fraction of previous costs. Venues can easily create their own messages, subscribe to content feeds and boost their core business, while all technology aspects are managed for them."

Ingram Micro and BroadSign will host a series of informative, online training seminars starting February 10th. For more information on these webinars and Ingram Micro's new BroadSign Digital Signage Kits, solution providers should contact their Ingram Micro sales representatives or email the Digital Signage Division at digitalsignagedivision@ingrammicro.com.

About Ingram Micro's Digital Signage Division

The Digital Signage Division of Ingram Micro Inc. is the leading distributor within the digital signage market offering the complete digital signage solution via existing technologies. Solution providers and vendors benefit from the Digital Signage Division as it offers premier support through a dedicated team of professionals. With offices and distribution centers across North America, Ingram Micro's Digital Signage Division delivers a comprehensive portfolio of products and services to technology integrators around the world. For more information, visit *www.ingrammicro.com/digitalsignage*.

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 *www.ingrammicro.com*.

About BroadSign

BroadSign International Inc. is a leading worldwide provider of Software as a Service (SaaS) solutions for managing digital out-of-home networks. BroadSign(TM) Suite was built for digital signage networks that generate revenue from advertising sales. It resolves the challenges facing modern digital signage networks: the need for acceptance by the mainstream advertising community, time to market and the need for full campaign execution functionality, accountability and true scalability. The software enables operators to target out-of-home audiences, sell network airtime, and reliably play back scheduled content on each screen and account for campaign performance. Essential support and maintenance services are included in the per-player monthly license fee. BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology and is a member of the Out-of-home Video Advertising Bureau (OVAB), OAAA, the Digital Signage Association and POPAI. 165 digital signage networks in 25 countries run on BroadSign(TM) Suite platform. The company's corporate office is located in Minnetonka, Minn., USA and Operations, Support and Development facilities are in Montreal, Canada. For more, visit http://www.broadsign.com.

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