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Ingram Micro Announces New Consumer Electronics Division

Industry Leader Rebrands DBL Distributing and Launches New Ingram Micro Consumer Electronics Division

SANTA ANA, Calif., Jan. 6 /PRNewswire/ -- Ingram Micro Inc. (NYSE: IM), the world's largest technology distributor, today announced it will begin transitioning DBL Distributing into a formal division known as the Ingram Micro Consumer Electronics Division.

Founded upon the same product line card, expert people and high quality service, the new Ingram Micro Consumer Electronics Division will build upon DBL's comprehensive mix of over 20,000 products from more than 500 product lines and continue to operate as a separate, yet synergistic line of business within Ingram Micro's growing portfolio.

As part of the new Division, consumer electronic (CE) retailers and vendors will benefit from Ingram Micro's worldwide logistics and operational efficiencies. In addition, customers will gain access to the most robust CE and information technology (IT) portfolio in distribution, along with the benefit of single source distribution, multiple stocking locations and enhanced service levels.

"As the convergence of CE and IT products continues to grow, Ingram Micro has positioned itself as the leader in the industry through careful planning and execution," states John Soumbasakis, senior vice president of Strategic Divisions. "The formation of our Ingram Micro Consumer Electronics Division represents a key milestone in our company's growth strategy and will serve as a catalyst for generating growth from consumer electronics and IT products with loyal Ingram Micro partners, as well as the 30,000+ DBL consumer electronics retailers."

Under this new Division, DBL customers will continue to experience dedicated support on their CE needs with world-class operations, logistics and services. "DBL has developed an expertise in assisting our retail partners with product merchandising and marketing for their online, and offline storefronts. This new division will expand on this expertise and add-in credit and logistics benefits not offered by other competing distributors," Soumbasakis added.

Advantages gained as a result of the new Ingram Micro Consumer Electronics Division include enhanced credit availability, the widest assortment of CE and IT products, exclusive product merchandising and marketing support, real time inventory, as well as world class logistics from multiple warehouses across the U.S. This new Division will also allow Ingram Micro vendors to tap into an incremental base of the largest set of CE retailers available through any one distributor.

"We are embracing the Ingram Micro name to showcase our strengths as a focused

consumer electronics distributor, while leveraging the resources and operational efficiencies of a Fortune 100 logistics company," states Brent McCarty, vice president and general manager of DBL Distributing.

The new Ingram Micro Consumer Electronics Division will remain inScottsdale, AZ and position the industry leading distributor for future success and growth within the consumer electronics and IT industries.

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 approximately 150 countries and is the only global broad-based IT distributor with operations in Asia. Visit www.ingrammicro.com.

About the Ingram Micro Consumer Electronics Division

Ingram Micro's Consumer Electronics Division is the top national distributor of consumer electronics accessories and related products, solutions and services. With more than 30,000 retail customers nationwide, it is headquartered in Scottsdale, AZ with distribution centers located in Jonestown, PA and Mira Loma, CA. The Division carries a large technology portfolio of more than 20,000 products from more than 500 product lines and offers a "no minimum" order policy and same day shipping for orders placed before 5:00 pm PST. Ingram Micro's Consumer Electronics Division is an active member of CEA, CEDIA, PMA, PARA, NAMM and APRO. For more information please visit www.ingrammicro.com or call 800.733.6766.

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