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Ingram Micro U.S. Expands Components Portfolio, Adds Transcend's Memory Products to Growing Storage Solution Sets

Premier Memory Upgrade Manufacturer Extends Relationship with Ingram Micro to Expand Market Reach in the U.S. and Generate Greater Demand for its Growing Product Portfolio

SANTA ANA, Calif., Jan. 14 /PRNewswire/ -- Ingram Micro Inc. (NYSE: IM) is pleased to announce it has expanded its global distribution relationship with Transcend Information, Inc., to include the U.S. With more than 2,000 memory modules of every type, including flash memory cards, USB flash drives, MP3 players, portable solid state drives, multimedia products and accessories, Transcend has become one of the world's leading IT storage and multimedia manufacturers.

(Logo: http://www.newscom.com/cgi-bin/prnh/20100107/IMLOGO)

Under the terms of the new distribution agreement, the Ingram Micro Components Division will support, market and resell the complete line of Transcend's products including its solid-state drives (SSDs), flash memory and DRAM products to Ingram Micro customers and channel partners throughout the U.S. Previously, Ingram Micro distributed Transcend's products exclusively within Latin America, Singapore, Malaysia and India.

"Worldwide demand for additional memory modules and mobile storage solutions such as flash and solid state drives is virtually limitless in today's data-intense, electronic age – presenting a great opportunity for retailers, e-tailers and channel partners to drive incremental sales and enhance their support services," says Tom Hogan, senior director, Ingram Micro Components Division, U.S. "We're pleased to extend our working relationship with Transcend and be named a primary distribution partner in the U.S. Together, we will leverage our industry expertise to increase Transcend's U.S. market reach and meet the growing demand for additional storage and memory solutions head on."

"We have a great relationship with Ingram Micro in other regions worldwide and are eager to replicate this success in the U.S.," says MJ Cho, vice president, Transcend. "With the help of Ingram Micro's proven logistics, marketing and sales expertise, we are very well positioned to grow our U.S. footprint and provide exceptional service and support to our retail, e-tail and channel partners."

For more information about the Ingram Micro Components Division visit www.ingrammicro.com or call 1-800-456-8000.

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.

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