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Ingram Micro Commerce & Lifecycle Services Sponsors $100,000 in Funding for Indiegogo Campaigns, Enabling Emerging Brands to Ship Smarter & Faster to Customers in Global Markets

Provides Flash Funding for Indiegogo Campaigns, including Two Pillars' UniLid Indiegogo Campaign; Rite Development Lab's Rite Press

IRVINE, Calif.--(BUSINESS WIRE)-- Ingram Micro Commerce & Lifecycle Services, a strategic business unit of Ingram Micro Inc., today announced it has awarded a total of $100,000 to support fast-growing, emerging brands as they bring their products to market, many for the first time. $50,000 in flash funding was awarded to kitchen and home goods company, Two Pillars, for UniLid, a universal lid that fits all shapes and sizes of containers and is an eco-friendly replacement for plastic wrap. An award of $20,000 was also made to technology gadget-focused, Rite Development Lab, for Rite Press, an innovative "No Mess" French Press that enables users to create full-flavored coffee and tea at home with effortless cleanup. BodyBoss, the first take-anywhere home gym, and Studio Unite, a nonprofit maker of solar lights deployed for humanitarian crises, received smaller awards.

The awards were made as part of the partnership between Ingram Micro Commerce & Lifecycle Services and Indiegogo, and in alignment with Ingram Micro's commitment to investing in the success of rising entrepreneurs. "Flash funding" from Ingram Micro Commerce & Lifecycle Services is awarded to the winners of periodic competitions among Indiegogo campaigns. Flash funding awards are available to qualified entrepreneurs on the Indiegogo platform and are intended to support new brands as they launch into the market.

Ingram Micro Commerce & Lifecycle Services partners with Indiegogo to help crowdfunded companies fulfill their campaign promises. Twenty-two percent of U.S. adults have donated to a crowdfunding campaign, contributing to a billion-dollar industry. Often, campaigns are challenged by near-instant financial success and must fulfill thousands of backorders to their donors — a challenge Ingram Micro Commerce & Lifecycle Services alleviates through providing access to a global, world-class logistics infrastructure, enabling emerging brands to fulfill orders immediately, regardless of where the customer resides.

"Shipping and fulfillment is the most important part of any ecommerce strategy. This is especially true for crowdfunders embarking upon this critical journey for the first time. If you don't get it right, you likely will never have another chance with those important, early-adopting customers," said Jonathan Tran, head of growth and partnerships, Ingram Micro Commerce & Lifecycle Services. "We are excited to award flash funding to emerging companies with tremendous promise. Partnering with these potential future leading brands

and helping them with their Indiegogo launch via access to Ingram Micro's enterprise-class logistics operations provides an excellent head start to their businesses."

"We are ecstatic to receive flash funding from Ingram Micro Commerce & Lifecycle Services. Receiving support from a global leader with an unparalleled logistics reach is virtually unheard of for a company such as ours at this phase or our product launch," said Alia Lau, founder and CEO, Two Pillars. "Fulfillment and shipping is one of the most crucial steps for creators and we're really fortunate to have the peace of mind that we're in good hands as we leverage this flash funding to help satisfy nearly 20,000 preorders."

About Ingram Micro Commerce & Lifecycle Services

The Global Leader in Logistics, Commerce Enablement & Device Lifecycle Services

Ingram Micro Commerce & Lifecycle Services provides supply chain solutions that connect supply and demand. From cross-border fulfillment to dropship and returns management, IT asset disposition, re-marketing, distribution and more, our solutions drive growth across the commerce, technology and mobility markets. We proudly serve customers ranging from fast-growing brands to Global 2000 enterprises, and are dedicated to facilitating their success through our global warehousing network, world-class technology, strategic partnerships and decades of expertise in the logistics, mobility and ITAD industries. Learn more at www.ingrammicrocommerce.com.

About Ingram Micro Inc.

Ingram Micro helps businesses Realize the Promise of Technology™. It delivers a full spectrum of global technology and supply chain services to businesses around the world. Deep expertise in technology solutions, mobility, cloud and supply chain solutions enables its business partners to operate efficiently and successfully in the markets they serve. Unrivaled agility, deep market insights and the trust and dependability that come from decades of proven relationships all set Ingram Micro apart and ahead. Find more at www.ingrammicro.com.

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