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# Ingram Micro Prepares IT Manufacturers for Measurable Growth in 2010 with Innovative and Intelligent Channel Marketing

## Distribution Leader Combines Business Intelligence with Proven Channel Marketing to Deliver New Lineup of "Breakthrough" Programs at 2010 Marketing Symposium

SANTA ANA, Calif., Oct. 8 /PRNewswire/ --*Ingram Micro, Inc.* (NYSE: IM) today provided its U.S. manufacturer partners with a first look at the distributor's new lineup of 2010 "Breakthrough" Channel Marketing Campaigns and Programs, rooted in data analytics developed by the company's Business Intelligence (BI) team. The unveiling is taking place today at the Marriott in Anaheim, California. More than 445 technology and consumer electronics manufacturer partners and Ingram Micro associates are in attendance.

"Each year, Ingram Micro's Marketing Symposium event provides our vendors with an advance look at the marketing services, programs and campaigns offered by Ingram Micro to our channel partners," says Ingram Micro's Vice President of Customer and Solutions Marketing Anne Wilcox.

During the event, Anne Wilcox and Ingram Micro's Vice President of Channel Marketing, Kirk Robinson will debut a new series of targeted and customizable marketing campaigns and demand generation programs. Unique to Ingram Micro, this new lineup of 2010 offerings combine the power of the distributor's extensive data analytics and BI capabilities with the company's proven channel and technology marketing expertise. The result is a variety of highly targeted, customizable marketing and sales efforts that are based on the science of the numbers and the art of marketing.

"By combining the science of our data analytics and BI teams, with the ingenuity of our channel marketing organization, we're delivering a signature of service our manufacturer partners just can't get from anyone else," says Robinson. "What separates Ingram Micro from other distributors on the market is our ability to innovate and execute across all lines of business including marketing, sales and logistics."

Building upon the success of its well known Partner Smart campaign, Ingram Micro will demonstrate the unrivaled value of its exclusive channel communities including the VentureTech Network, SMB Alliance, GovEd Alliance and System ArchiTECHs, as well as showcase a targeted and more flexible approach to participation within its technology and solution campaigns. Ingram Micro's Services Division will also be onsite to highlight the growing success of its Seismic services, as well as the Ingram Micro Services Network and IT Staffing Solutions and Reseller Services Portal.

"Growing the IT channel and targeting the right marketing opportunities to the right partners is a major focus within our marketing and sales efforts," says Brian Wiser, Senior Vice President, Marketing and Sales for Ingram Micro North America. "Ingram Micro's partner communities, Services Division and vertically-focused technology and solutions campaigns continue to serve as a significant point of value and differentiation with our manufacturer partners. In 2010, we're turning up the heat on all of these areas with the ultimate goal of adding more value to our channel partners and placing even greater distance between us and our competitors."

Ingram Micro's 2010 Marketing Symposium will also feature breakout sessions around the distributor's growing Channel Marketing Services Agency, as well as other partner enablement opportunities and IT services marketing opportunities such as Agency Express and other traditional advertising and reseller and sales engagements.

To learn more about Ingram Micro's marketing services, contact your Ingram Micro sales representative or visit [www.ingrammicro.com](http://www.ingrammicro.com).

#### *About Ingram Micro Inc.*

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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