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Ingram Micro Named Most Strategic Distribution Partner in CMP Channel's 2007 CRN Sourcing Study, Ranks No. 1 in Six Distinct Sourcing Categories

IT Industry's Most Preferred Distribution Partner Outperforms Competitors, Earning Seven First Place Honors in Distinguished IT Channel Study

SANTA ANA, Calif., Sept. 17 /PRNewswire/ -- Recognized for building the business of thousands of solution provider and manufacturer partners, Ingram Micro Inc. (NYSE: IM) today announced it was named the Most Strategic Broadline Distribution Partner for the second year in a row by CMP Channel's 22nd annual CRN Sourcing Study.

The annual CRN Sourcing Study polls resellers and solution providers doing business within the IT Channel on the industry supplier organizations and IT distributors they prefer and source for their IT service and solution businesses. In addition to recognizing Ingram Micro as the Most Strategic Source, the 2007 CRN Sourcing Study also named the IT distributor the No. 1 Broadline Partner in six distinct CRN Sourcing categories. These include:

-- Breadth of Product Line -- Boasting the industry's broadest offering of IT solutions and services
-- Pre-Sales Support -- Demonstrating unrivaled technical and field-sales expertise
-- Strategic Cross-Selling -- Taking care to assist customers with identifying and selling solutions and complementary IT offerings
-- Configuration and Integration -- Delivering customized configuration and technical integration services to partners
-- Vendor Relationship Management - Establishing and growing many of the industry's most strategic and results-driven IT vendor relationships
-- Distribution Programs -- The only distributor offering four unique channel partner communities, an uncontested Services Network and dozens of high-impact partner programs and services that are focused on building new and existing business relationships

"Feedback like this shows how Ingram Micro has established itself as a valuable bridge between IT vendors and solution-provider partners. Our focus on partner enablement and growth allows us to be the smart choice and produce tangible results for our partners and the company," said Brian Wiser, senior vice president, sales and vendor management, Ingram Micro North America. "It is an honor to once again be recognized by CRN for the strategic role that Ingram Micro plays in the IT Channel. At the end of the day, it is the success of our partners that truly defines us, which is why we will continue to help them build a stronger business model, partner smart and achieve higher profitability in all they do."

"Solution providers play a vital role in determining which products and technologies succeed in the marketplace, and the 2007 CRN Sourcing Study reveals that influence is greater then ever before," said Robert C. DeMarzo, vice president and editorial director, CMP Channel. "We congratulate Ingram Micro on their ongoing success."

About the CRN Sourcing Study

This research study offers distributors, manufacturers and alternative sources, with information regarding solution provider's most preferred sources and their perceptions of those companies from whom they buy. Solution providers identify those evaluation criteria most important in their decision-making and their most-preferred sources.

Winners are classified by their solution provider partners on a scale that rates their relationships as either "strategic," "major," or "minor" in the following categories: most sourced broadline distributor, most sourced specialty distributor, most sourced technology specialty distributor and most sourced alternative. The subcategories include: pricing and availability; ease of doing business; product exclusivity; breadth of product line; total solutions; relationships; availability of credit line; product/technical expertise; financing; pre-sales support; emerging market/technology expertise; strategic cross selling; post sales support configuration and integration; vendor relationship management; distribution programs; affinity programs and business management planning.

CRN Sourcing Study winners were announced in September 17 issue of CRN at http://www.channelweb.com.

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 broadline global IT distributor with operations in Asia. Visit http://www.ingrammicro.com.

Marie Meoli
WhiteFox Marketing
(714)680-0335
marie.meoli@whitefoxpr.com

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