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Ingram Micro North America Accelerates New Mobile Strategy, Appoints Vice President and General Manager of Mobile Business Unit

Mobile Sales and Marketing Executive Michael Romero Joins Ingram Micro; Sets Goals to Capitalize on Growing Market Opportunity

SANTA ANA, CA -- (MARKET WIRE) -- 03/23/12 -- Demonstrating a dedicated focus on the mobile marketplace, Ingram Micro Inc. (NYSE: IM) is pleased to announce the appointment of Michael Romero to vice president and general manager of the distributor's new Mobile Business Unit in North America.

"The mobile marketplace -- from handsets to smartphones, accessories, tablets, laptops, activation services and fully integrated mobile solutions -- has become one of the fastest-growing, high-margin technology segments worldwide and is an area of strategic importance and global growth for Ingram Micro," explains Brian Wiser, senior vice president, Specialty Solutions Division, Ingram Micro North America.

"Under Michael's leadership, Ingram Micro is bringing to market the business value and world-class mobile solutions and services our channel partners need to capitalize on this multi-billion dollar marketplace," says Wiser. "To be successful in this market it takes relentless drive and a dedicated focus from the top down. The mobile marketplace represents a strategic line of business for Ingram Micro and our goal is nothing short of becoming the industry's fastest-growing, worldwide distributor of mobile solutions."

As vice president and general manager of Ingram Micro's North America Mobile Business Unit, Romero leads a growing team of dedicated mobile sales, technical, business development and marketing experts committed to executing against the distributor's stated strategy and enabling channel partners and retailers to meet and exceed their goals.

"Mobile is a disruptive force that's driving technology innovation and greater sales in both the consumer and commercial tech markets," says Romero. "As the world's leading technology distributor, Ingram Micro is uniquely positioned to help our channel partners and retailers seize this market opportunity and introduce new lines of revenue around converging technology solutions and cloud-based services. I am thrilled to be joining Ingram Micro at such a pivotal time in our industry and see tremendous market advantage for us and our partners as we work together to reach our goals."

Prior to joining Ingram Micro, Michael ran a successful marketing services company that enabled high-profile international venture capital and Fortune 500 companies to create and implement specialized, global and regional mobile marketing campaigns and sales

initiatives. He also served as vice president and general manager for SanDisk Corp.'s Private Label Division and Mobile Retail Division, and spent more than 12 years in distribution at Avnet.

As part of the Ingram Micro Specialty Solutions Division, Ingram Micro Mobile creates, markets and delivers world-class mobile solutions and services to channel partners and retailers throughout North America.

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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, technical and financial support, managed and cloud-based services, and product aggregation and distribution. The company is the only global broad-based IT distributor, serving more than 150 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit www.ingrammicro.com.

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