October 19, 2011

Ingram Micro Hosts 2011 System ArchiTECHS Invitational in Las Vegas, Unveils New Peer Group Resources for Channel Partners

Bi-Annual Event Helps Specialized Channel Partners Drive Long-Term, Sustainable Growth in Key Vertical Markets and Technologies

SANTA ANA, CA -- (MARKET WIRE) -- 10/19/11 -- Committed to partner enablement, Ingram Micro Inc. (NYSE: IM) today announced its 2011 System ArchiTECHS "Let Us Take You There" Fall Invitational along with new peer group resources designed to help the growing system and server builder community drive success in new markets.

At the bi-annual event, held October 19-20 at the Hard Rock Hotel in Las Vegas, the innovative distributor will introduce four new partner-led peer groups focused on business acumen, digital signage, high-performance computing and managed services. System ArchiTECHS council members with established expertise in these areas will lead the groups, with a goal of providing the tools and resources that members need to expand their service offerings and build long-term sustainable growth.

"The System ArchiTECHS community is continuing to evolve along with the changing landscape of the system builder industry," said Holly Garcia, event host and senior director, Components Business Unit, Ingram Micro U.S. "One of our top priorities is to keep members of the Systems ArchiTECHS community ahead of the curve through our new peer groups as well as other specialized resources and enablement tools that we'll make available at the event and throughout the year."

Breakout sessions featuring the new peer groups will play a key role in the Invitational, giving members the opportunity to learn directly from experts who have already paved the way through success with their own businesses. In addition, Ingram Micro's Renee Bergeron, vice president of managed services and cloud computing, North America and Mike Humke, senior director of vertical markets and public sector, will also take center stage to provide insight into the most exciting technologies and trends shaping the market.

Executives from Intel and Microsoft are also set to deliver manufacturer keynote presentations, while business experts Ajay Sirsi, marketing professor at the Schulich School of Business, York University, Canada, and Paul Dippel, CEO of Service Leadership, Inc., will provide specialized, business-building advice for the community.

"The Systems ArchiTECHS Invitational offers a valuable venue for members to expand their knowledge, network among their peers and take advantage of show specials and market insights from manufacturer sponsors," says Jim Reinhold, president of the System

ArchiTECHS council and founder and CEO of Network Allies, of North Andover, Mass.

"With the formation of the new System ArchiTECHS peer groups, the Fall Invitational is an event our channel partners will value for years to come," says Tim Ament, vice president and general manager, direct and consumer markets, Ingram Micro U.S. "We are committed to our partners' success and will continue to invest in the resources, enablement and support these channel partners need to accelerate business growth through the fourth quarter and into 2012 and beyond."

For more information on System ArchiTECHS, solution providers and manufacturers should contact their Ingram Micro sales or marketing representative. The 2011 Ingram Micro System ArchiTECHS Twitter hashtag is #IMSA2011.

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