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# Samsung Mobile Selects Ingram Micro Mobility as Key Accessories Distributor

INDIANAPOLIS, IN -- (Marketwired) -- 01/23/14 -- [Samsung Telecommunications America, LLC \(Samsung Mobile\)](#) has selected [Ingram Micro Mobility](#), a wholly owned subsidiary of [Ingram Micro Inc.](#) (NYSE: IM), as a core distributor of Samsung Mobile smartphone and tablet accessory products in the United States. The designation comes six months into a successful accessories-distribution relationship between the two companies and is designed to allow for improved availability of genuine Samsung Mobile accessories.

Ingram Micro Mobility was selected based on its ability to reach an extensive portion of Samsung Mobile's target market through a wide variety of sales opportunities and dynamic marketing. The company has a history of successful relationships with multiple carriers and retailers, and also focuses on sales and marketing efforts with wireless-dealer agents as an additional sales channel. Additionally, Ingram Micro Mobility is able to provide abundant warehousing capacity and reliable stocking of Samsung Mobile's full line of accessories.

"Being selected as a key distributor of mobile accessories will allow us to expand sales outlets for Samsung to ensure accessories are available when and where consumers want to buy them," said Tim Acker, Senior Director and General Manager, Mobility Accessories Division, Ingram Micro Mobility North America. "Samsung Mobile is poised to grow its leadership position within the multi-billion dollar mobile-accessory market."

Samsung Mobile's growing accessory portfolio for the Galaxy S<sup>®</sup>, Galaxy Note<sup>®</sup> and Galaxy Tab<sup>®</sup> family of products is available through Ingram Micro Mobility's network of small-to-medium business, business-to-business and enterprise channels, as well as consumer and retail-focused indirect carrier dealer agents. This includes traditional mobile accessories, such as flip and protective covers, travel and vehicle chargers, portable battery packs and Bluetooth headsets. In addition to the accessories portfolio, Ingram Micro Mobility carries the Samsung Galaxy Gear<sup>™</sup>, Samsung's first wearable smartphone experience.

Ingram Micro Mobility initiates marketing efforts, including sales training, product education and direct marketing initiatives to the VAR and indirect dealer channels, to further drive sales through Samsung-authorized resellers. Products are now nationally available in authorized reseller stores.

For more information on Ingram Micro Mobility, visit [ingrammicro.com/mobility](http://ingrammicro.com/mobility), Twitter at [Twitter.com/IM\\_Mobility](https://twitter.com/IM_Mobility) or Facebook at [Facebook.com/IngramMicroMobility](https://facebook.com/IngramMicroMobility).

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***About Ingram Micro, Inc.***

Ingram Micro, Inc. is the world's largest wholesale technology distributor and a global leader in IT supply-chain and mobile device lifecycle services. 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 and mobile solutions, technical support, financial services and product aggregation and distribution. The company is the only global broad-based IT distributor, serving approximately 160 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit

[IngramMicro.com](http://IngramMicro.com).

Ingram Micro Mobility is a leading provider of device lifecycle services, including complete lifecycle capabilities from basic warehousing to software loading, order and accounts receivable management to end-user fulfillment, and reverse logistics, including wireless device repair, refurbishment and recycling services. Visit [ingrammicro.com/mobility](http://ingrammicro.com/mobility).

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