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# Ingram Micro Mobility Expects to Accelerate Growth of BLU Products Through New Distribution Agreement

INDIANAPOLIS, IN -- (Marketwired) -- 12/17/14 -- With the goal of increasing growth of the BLU unlocked mobile device portfolio, CT Miami, LLC, owner of BLU Products, has entered a distribution agreement with Ingram Micro Mobility. Through the agreement, Ingram Micro Mobility, a business unit of Ingram Micro Inc. (NYSE: IM), will help grow the retail presence of BLU Products throughout its vast distribution network, including network operators, national retailers and e-Commerce channels in the United States and Canada.

"There is growing demand in the U.S. and Canada for unlocked devices, of which BLU is a market leader," said Samuel Ohev-Zion, CEO of BLU Products. "Working with Ingram Micro Mobility will allow us to scale, and meet the increased consumer demand for our BLU smartphone devices. We see a shift in the market, leaning towards unlocked devices in retail, where the consumer now has a growing choice of network providers."

"BLU offers consumers a wide portfolio of impressively designed smartphone devices with great performance and incredible value," said Bashar Nejdawi, executive vice president, Ingram Micro and president, North America, Ingram Micro Mobility. "We anticipate demand and sales of BLU unlocked devices will continue to grow through an accelerated retail presence."

## **About BLU Products**

BLU Products, founded in 2009, designs and manufactures affordable, attractive and innovative mobile devices to suit a wide variety of consumer needs. Headquartered in Miami, Florida, BLU is pioneering the advancement of the prepaid and no-contract revolution by providing a vast portfolio of advanced unlocked mobile phones to thousands of dealer agents, MVNO's, and large retailers throughout the United States and Latin America. For more information, visit [bluproducts.com](http://bluproducts.com).

[Ingram Micro Mobility](http://ingrammicro.com/mobility) delivers supply chain, distribution and recovery solutions across all aspects of the mobility device lifecycle, through responsiveness and focused execution. The Mobility business unit helps boost accessibility of connected and mobile devices, wearables, machine-to-machine technologies and accessories in the marketplace by solving customers' complex logistical challenges. Ingram Micro Mobility's device lifecycle services include capabilities such as warehousing, software loading, e-commerce, advanced planning, order management, accounts receivable and credit management, end-user fulfillment, and reverse logistics, including wireless device repair, triaging, refurbishment and recycling services. Visit [ingrammicro.com/mobility](http://ingrammicro.com/mobility).

## **About Ingram Micro Inc.**

Ingram Micro helps businesses realize the promise of technology™. It delivers a full spectrum of global technology and supply chain services to businesses around the world.

Deep expertise in technology solutions, mobility, cloud, and supply chain solutions enables its business partners to operate efficiently and successfully in the markets they serve. Unrivaled agility, deep market insights and the trust and dependability that come from decades of proven relationships, set Ingram Micro apart and ahead. Discover how Ingram Micro can help you realize the promise of technology. More at [ingrammicro.com](http://ingrammicro.com).

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