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Ingram Micro Set to Unveil New Digital Signage Certified Expert Certification at 2010 Digital Signage Expo in Las Vegas

New Solutions-Oriented Certification Marks the First and Only Comprehensive Digital Signage Certification Offered through IT Distribution

LAS VEGAS, Feb. 22 /PRNewswire/ -- Digital Signage Expo -- BOOTH #2013 -- Ingram Micro Inc. (NYSE: IM) is pleased to announce a new proprietary version of the Digital Signage Certified Expert (DSCE) certification aimed specifically at the Ingram Micro solution provider community. A first for IT distribution, this new solutions-oriented certification will be launched during the 2010 Digital Signage Expo (DSE) in Las Vegas February 23rd – 25th.

DSE is the world's largest international trade show and conference dedicated to digital signage, interactive technology, and Out-of-Home networks.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20100107/IMLOGO>)

Available February 24th as a SKU'd offering to IT solution providers in the U.S., the new Ingram Micro Digital Signage Certified Expert certification (IM-DSCE) will enable channel partners to more effectively market, sell and support the growing portfolio of digital signage solutions and services offered by the Ingram Micro Digital Signage Division.

To further accelerate channel partners' growth, the new IM-DSCE will include online, instructor-led training courses, as well as several face-to-face trainings presented by the creators of the industry-wide DSCE certification program. Facilitated by the Ingram Micro Digital Signage Division and its alliance partner Digital Signage Experts Group, a subsidiary of Brawn Consulting, the comprehensive certifications will focus on areas such as Digital Signage market and segments, the value chain for vendors, business models and ROI as well as differentiation and selling value.

"This flexible, new solutions-oriented certification will not only help us to grow our digital signage practice faster than we could on our own, but it will also enable us to build stronger, more successful working relationships with the IT vendors supported by the Ingram Micro Digital Signage Division," says Dave Sallander, president, Sherlock Systems. "We've been an Ingram Micro partner for nearly 20 years and continue to see tremendous value in the new vendor relationships, as well as the training, education and resources Ingram Micro brings to the table – especially when it comes to digital signage."

"With demand for digital marketing reaching an industry high, digital signage continues to be one of the fastest growing and more profitable market opportunities for channel partners in the U.S.," says Kevin Prewett, vice president, vendor management for the Ingram Micro Digital Signage Division. "Our new IM-DSCE certification is designed to fuel this growth and

provide our channel partners with a much greater market advantage that will earn them more and cost them less. Together with the Digital Signage Experts Group, we are bringing to market an exclusive certification program that offers the building blocks channel partners need to successfully market, sell and support digital signage solutions."

"Ingram Micro is breaking new ground with its proprietary IM-DSCE certification program and clearly differentiating its value proposition by teaming with Digital Signage Certified Experts Group to advance the digital IQ of channel partners nationwide," says Alan Brawn, principal of Digital Signage Experts Group. "We are thrilled to work so closely with Ingram Micro to empower its channel partners with the fundamentals and best practices surrounding the sales, management, technology and services that define and drive digital signage solutions."

For more information about the Ingram Micro Digital Signage Certified Expert certification, IT solution providers can visit www.ingrammicro.com/digitalsignageinfo, contact the Digital Signage Division at (800) 456-8000, ext. 77607, or email digitalsignagedivision@ingrammicro.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 approximately 150 countries and is the only global broad-based IT distributor with operations in Asia. Visit www.ingrammicro.com.

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