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Brand Launch Positions Ingram Micro for the Future

Ingram Micro Helps Businesses Realize the [Promise of Technology](#)[™]

SANTA ANA, Calif., June 23, 2014 – Ingram Micro Inc. ([NYSE: IM](#)) launched a new company brand identity today. This new, global brand has a bold, modern look and feel, signaling the company's leadership in technology and supply chain services. With recent investments in growth over the past couple of years, this new brand is part of creating a platform of new capabilities and services whereby Ingram Micro helps businesses fully realize the promise of technology.

"This is more than a logo change; we view this brand refresh as an investment in our future," said [Alain Monié](#), CEO at Ingram Micro. "Ingram Micro has made bold new moves with recent acquisitions, establishing global business units and developing a more global and customer-centric mindset with an agile, insightful and dependable culture. Refreshing and repositioning the Ingram Micro brand is a natural next step in our company's growth and success. It signals our evolution from a distribution powerhouse to the world leader in technology and supply chain services. Our new brand identity and strategy is a reflection of a bold new Ingram Micro.

"With our new brand, we want to present an identity that is simple, modern and represents who we are. We have the capabilities, insight and experience to help our partners – and their customers – understand, acquire and use technology to be more competitive."



The bold new look incorporates a blue that is both eye-catching and pleasing, while the letters convey the strength and dependability of a true, world-class leader. The tilt of the G signals acceleration and agility, while its virtual absence reinforces transparency and the company's unique insights. Agility, insight and dependability, these are all qualities valued by Ingram Micro's partners.

About Ingram Micro Inc.

Ingram Micro helps businesses realize the promise of technology. No other company delivers the full spectrum of global technology and supply chain services to businesses around the world. Ingram Micro's global infrastructure and deep expertise in technology solutions, supply chain, cloud and mobility enable its business partners to operate efficiently and successfully in the markets they serve. Unrivaled agility, deep market insights and the trust and dependability that comes from decades of proven relationships, set Ingram Micro apart and ahead. Discover how Ingram Micro can help you realize the promise of technology.