



PRESS RELEASE

V7[®] Cables manufactured by Belkin[®] Ingram Micro and Belkin to expand range of V7 Cables across EMEA

Technology leaders increase portfolio of cables through strategic partnership

(Rushden, UK) 26th March, 2009 – Ingram Micro Inc. and Belkin International Inc. today announced a strategic partnership to expand their line of V7 Cables manufactured by Belkin. The extended range of cables in the V7 portfolio will be sold exclusively through Ingram Micro's European network of resellers.

The extension of the *V7 Cables manufactured by Belkin* line, which was launched in September 2007, will give customers access to a wider range of cable solutions including high-performance CAT5e and CAT6 networking cables, duplex fibre optic cables, USB and VGA monitor cables and Digital Visual Interface (DVI) cables and adapters.

All V7 cables in the range are certified to meet industry standards. The *V7 Cables* range comprises high quality components and uses the most advanced manufacturing techniques to ensure that consistent, top-quality performance is achieved.

Stephen Byrne, V7 Senior Category Manager for Ingram Micro, EMEA said, "We are very pleased with the success of the co-branded portfolio. Partnering with a brand recognised for its quality products, such as Belkin, is part of V7's strategy to deliver premier products to the marketplace at affordable prices. Based on the demand that we have seen for products in the cables category, we have been able to more than triple the number of V7 cable products, exclusively available to Ingram Micro customers across Europe."



Alan Colley, Business Unit Manager for Belkin, EMEA said “We are very excited to be extending our partnership with Ingram Micro in Europe to offer an even wider range of high quality products in the V7 Cables portfolio. As Ingram Micro’s house brand, V7 complements the expansive line of cables offered by the industry-leading Belkin brand.”

The line of V7 Cables includes:

- **V7 CAT5e Cables** - able to connect all hardware in a local area network (LAN), V7 CAT5e cables are perfect for use with 10/100 Base-T networks. V7 offers CAT5e cables in multiple colours and lengths
- **V7 CAT6 Cables** - used to maximise network speed for applications such as VoIP, video and file transfers. The cables also protect network investments for future expansion. V7 offers CAT6 cables in multiple different colours and lengths
- **V7 Fibre Optic Cables** - optimise the performance of servers, storage and network switches. They are built with the highest-quality fibre cable and connectors
- **V7 USB Cables** - available in various lengths to connect computers and peripherals
- **V7 VGA, DVI and power cables and adapters** - available in a variety of configurations and can adapt to any existing system or monitor that uses VGA or DVI technology.

“Our growing V7 brand offers an excellent opportunity to Ingram Micro customers and reseller communities,” states Erich Bernscherer, Ingram Micro EMEA’s Vice President, Business Operations Strategy. “Our customers are looking for great value from Ingram Micro’s distribution and services, and V7 represents another way for Ingram Micro to offer high-quality products at the best prices.”



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About Belkin

Belkin offers a diverse product mix that provides people with seamless electronics integration in their homes, cars, and on the go. Founded in California in 1983, Belkin is a privately held company and the recognised leader in connectivity solutions, in addition to accessories for MP3 devices, computers, and more. We provide extensive solutions for networking, home theatre—with our PureAV[®] line of cables, power, and digital wireless accessories—and many more categories. You can view and purchase them at www.belkin.com, as well as through a network of major distributors, resellers, and superstores.

Belkin's phenomenal growth has led to our expanding global presence. In addition to corporate headquarters in Los Angeles, we now have offices throughout Europe—in the United Kingdom, the Netherlands, and Germany, among others—and in the Asia Pacific region, including Australia, Shanghai, and regional headquarters in Hong Kong.

About V7

V7 is Ingram Micro's exclusive global house brand for high quality IT accessories, peripherals, and supplies, including notebook computer cases, replacement batteries, LCD monitors, cables, keyboards, mice, and toner. Leveraging worldwide operational excellence, real-time market intelligence and global sourcing power, V7 delivers state of the art products at an unmatched value, maximizing return on investment for resellers and higher customer satisfaction. For more information, please visit www.V7-world.com.

About Ingram Micro Inc.

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 more than 150 countries and is the only global broad-based IT distributor with operations in Asia. Visit www.ingrammicro.com.



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