

News Release

Public Relations Contact:

Therese Aleman
Market Velocity, Inc.
3885 Crestwood Pkwy, Suite 500
Duluth, GA 30096
770-653-2050
news@marketvelocity.com

Ingram Micro Chooses Market Velocity for Used Equipment Programs in North America

Resellers now have options to trade, recycle or donate their customers' used IT equipment

ATLANTA, GA – Nov. 29, 2005 - Market Velocity, the leading provider of fully integrated business solutions that allow companies to trade-in, donate or recycle used IT equipment announced today that Ingram Micro, Inc. (NYSE: IM), the world's largest technology distributor, will use Market Velocity's TradeUps™ solution to launch the North American Ingram Micro Refresh IT solution for trade-in deals that involve fewer than 50 units.

Refresh IT is part of Ingram Micro Outlet program (www.ingrammicro.com/outlet), which allows resellers to offer their customers trade-in value for their used IT equipment, which could be used as incentive for end users to refresh to new technology. Additional options include the ability to recycle old equipment through Market Velocity's certified and bonded recycling partners or donation of equipment via the National Cristina Foundation. The service solution is available to all Ingram Micro U.S. and Canadian resellers and offers disposition for a wide variety of IT products including computers, monitors, printers and PDA's.

Market Velocity's TradeUps solution provides a turnkey solution for automating trade in, recycle and donation programs including comprehensive product catalogs featuring instantaneous values, development and maintenance of web site, returns and payments processing, business intelligence reporting and an extensive network of remarketing and recycling partners.

Market Velocity employs Department of Defense triple wipe standard (DOD 5220.22-M) to completely and securely overwrite all data from hard drives and memory chips ensuring the customer's data remains secure and private. Market Velocity partners with the National Cristina Foundation to offer donated computers and other equipment to organizations that serve disadvantaged students, people with disabilities and other groups.

VARs will benefit from the Ingram Micro's Refresh IT program by offering their customers compelling disposition options for their used IT equipment. The solution offers a multichannel approach for used equipment that maximizes the value of old equipment and disposes of used assets in an environmentally friendly manner. The ability to offer a solution for the reseller's customers clears the way for new product purchases.

"One challenge of selling new technology is the expense and hassle of properly disposing of existing IT equipment," said Justin Crotty, vice president channel marketing, Ingram Micro North America. "Ingram Micro is reducing those challenges by engaging with partners like Market Velocity for our disposition offerings."

"Making trade-in, recycle and donation programs a no-hassle proposition benefits everyone. The Ingram Micro service solution provides resellers a tool to use in assisting their customers with effectively managing used IT assets," says Frank X. Dalton, Market Velocity CEO. "We're proud to partner with an industry-leader like Ingram Micro who is providing a much needed service that has the added benefit of giving them a distinct advantage in a very competitive market."

About Market Velocity

Market Velocity, the industry's trade-in expert, helps computer manufacturers, telecommunications equipment providers, end-users, distributors and value-added resellers get maximum value from used equipment by offering the only full service solution for trade-in, donation and EPA-approved recycling programs with the industry's highest standards for privacy and data erasure. Market Velocity develops and maintains trade-in web sites, processes returns and payments, provides comprehensive business intelligence reporting and has a vast network of remarketing partners that ensures competitive prices for used assets. Major equipment manufacturers and thousands of their customers rely on Market Velocity to help accelerate the purchase of new technology by maximizing returns on previous investments. For more information, visit www.marketvelocity.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 100 countries and is the only global IT distributor with operations in Asia. Visit www.ingrammicro.com.

--end--