
NEWS RELEASE

IT SALES CONTINUE GROWING THROUGH LEADING DISTRIBUTORS

Global Technology Distribution Council says industry sales recovery evident across many categories that now exceed peak levels achieved prior to downturn in 2008

ST. PETERSBURG, Fla., November 4, 2010 – While some indicators point to slowing or potentially contracting IT industry sales, members of the [Global Technology Distribution Council](#) have been reporting solid growth, as reflected in comprehensive independent databases that aggregate their regional sales by product line, SKUs, pricing and other criteria. The GTDC, which represents more than \$100 billion in global IT distribution sales, conducts thorough analysis of these industry trends based on the [NPD Group](#) Distributor Track in the U.S. and [Context](#) SalesWatch in Europe.

“We’re seeing steadily improving market conditions for distributors – not signs of a retraction,” commented GTDC CEO Tim Curran, citing NPD Distributor Track and Context SalesWatch data. “IT distributor sales were strong through the third quarter, up nearly 15% in the U.S. on a year-over-year basis. The more compelling indicator of an overall industry recovery, however, is that U.S. and European market sales are now consistently exceeding peak levels achieved prior to the downturn in 2008.”

Major Categories Fueling IT Distributor Growth

“Everyone is still relatively cautious in their outlooks, of course, but there’s plenty of reason to be optimistic on both sides of the Atlantic,” Curran added. “The breadth of this recovery includes an expanding array of products.”

Some of the major U.S. growth categories, based on Q3 NPD Distributor Track data, are as follows:

IT Product Category	% U.S. Sales Increase (Q3 2010 vs. Q3 2009)
Personal Computers (PCs)	18.6%
Notebooks	16.5%
Printers	20.5%
Monitors	19.3%

(continued)

“Demand conditions have improved considerably from our perspective,” remarked Dan Schwab, co-president of D&H Distributing Co., a Harrisburg, Pa.-based GTDC member with distribution operations across North America. “Vertical markets like health care are picking up momentum. We’ve also experienced growth throughout the year across most of the product lines we offer.”

Schwab attributes some of the new growth to advanced technologies now more clearly moving into small and midsize businesses. “More sophisticated products and capabilities have moved downstream from previously only being found in – and designed for -- larger enterprises,” he explained. “Such business innovations are more affordable today, and the vendor community is working proactively with distributors to bring these solutions to their SMB-focused partners.”

“This is a significant departure from the days when the ‘direct mantra’ was touted by many IT companies,” Curran observed. “Now they typically realize that distribution is the most cost-effective, best way to reach and effectively serve the solution provider community. This channel clearly has the advantage in selling to and supporting SMBs as well as many larger enterprises worldwide. It happens in strong partnership with distributors who have the channel-centric business models to meet their unique requirements.”

About The Global Technology Distribution Council

The Global Technology Distribution Council (GTDC) is a worldwide industry association dedicated to defining and promoting the role of wholesale distribution in a successful and healthy information technology channel. The Council is comprised of the computer industry’s top wholesale distributors dedicated to serving “the channel,” a network of skilled value-added resellers and retail stores focused on providing hardware, software, and services to businesses and consumers around the globe. GTDC members include AB. S.A (WSE: ABPL), ABC Data, Actebis, ALSO (VTX: ALSN), Arrow Electronics (NYSE: ARW), Avnet (NYSE: AVT), Computer Gross Italia, Altimate Group/DCC SerCom, D&H, Esprinet (PRT.MI), Ingram Micro (NYSE: IM), Intcomex, Magirus AG, Redington (BSE: REDI), SiS Technologies (HKSE: 0529), ScanSource (NASDAQ:SCSC), SYNEX (NYSE: SNX), Tech Data (NASDAQ: TECD), Westcoast LTD and Westcon.

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