



INGRAM MICRO AND BROADSIGN TEAM TO DRIVE ADOPTION OF DIGITAL SIGNAGE THROUGHOUT NORTH AMERICA

*New Alliance Brings to Market the First Hosted, End-to-End Technology Solution for
Digital Signage Networks*

MINNEAPOLIS, MN and MONTREAL, QC – February 27, 2008 – BroadSign International Inc., a leading worldwide provider of hosted software for managing digital signage networks, today announced a strategic alliance with Ingram Micro Inc. (NYSE: IM), the world's largest technology distributor. As part of the North America agreement, Ingram Micro will make available BroadSign's hosted Software as a Service (SaaS) solution BroadSign™ Suite, which powers a global network of digital screens, to its more than 35,000 value added reseller (VAR) partners throughout the U.S. and Canada.

The new alliance marks the first time BroadSign's SaaS solution in collaboration with SeeSaw Networks online media planning services is being offered through two-tier distribution. It also positions Ingram Micro's North America Digital Signage Division as the IT industry's exclusive one-stop shop for VARs looking for a comprehensive, end-to-end hosted digital signage distribution and measurement solution.

To help partners successfully sell and deploy BroadSign's SaaS solution, Ingram Micro and BroadSign have identified several proven digital signage experts within the Ingram Micro Services Network (IMSN) that are skilled and ready to assist other VARs who are eager to build their service revenues.

"We've been waiting for the right partner to commit to this next evolution of media and advertising," said Rick Engels, president and CEO of BroadSign. "Ingram Micro is the largest technology distributor in the world and BroadSign is the premier digital signage software solution. BroadSign and Ingram Micro have great synergies and by working together we are poised to offer a world class media solution and ultimately help further define the direction for the digital signage industry."

"Digital signage is a hot market that continues to drive new revenue and growth opportunity for our partners in both the U.S. and Canada," said Kevin Prewett, vice president of vendor management, Ingram Micro U.S. "This strategic alliance between BroadSign and Ingram Micro's Digital Signage Division will bring to market the industry's first end-to-end digital signage media and advertising solution available through two-tier distribution and make it that much easier for our partners to deliver hosted solutions."

The targeted solutions and dedicated people found within Ingram Micro's Digital Signage Division combined with the technical and market experience that BroadSign delivers offers VARs and advertisers the next evolution in targeted media placement and performance measurement. In addition, audited measurement results from Arbitron enables advertisers to measure the success of their campaign with pinpoint accuracy using BroadSign's software.

About BroadSign International Inc.

BroadSign International Inc. is a leading worldwide provider of hosted solutions for managing digital signage networks. The BroadSign™ Suite resolves the challenges facing modern digital signage networks: the need for full campaign execution functionality, accountability and true scalability. The software enables operators to target out-of-home audiences, sell network airtime, and reliably play back scheduled content on each screen and account for campaign performance. BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology and is a member company of the Out-of-home Video Advertising Bureau (OVAB), OAAA, In-Store Marketing Institute and POPAI. Digital signage networks in 25 countries around the world use The BroadSign™ Suite. The company's corporate office is located in Minnetonka, Minn., USA. For more, visit www.broadsign.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 150 countries and is the only broad-based global IT distributor with operations in Asia. Visit www.ingrammicro.com.

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