

Press Release – 13/02/2007

Synnex Announces Distribution partnership with Imation.

Synnex Australia Pty Ltd is pleased to announce it has signed on with Imation to distribute their products throughout Australia and New Zealand. Synnex Australia Pty Ltd and Synnex NZ both global partners of the Synnex International Corporation. A global IT supply chain services company Synnex is one of the largest IT distributors in the world which is recognized through its large market share. Synnex Australia services all facets of the IT business and has formed strategic partnerships with all but a few of the world's leading IT manufacturers.

Imation is the world's leading provider of removable data storage products designed to help customers create, protect, and retrieve valuable digital assets. With more than 50 years advancing the performance of removable data storage media formats, Imation is the only developer and manufacturer in this industry with the technology, partnerships, and vision to lead the industry into the future.

With a sole focus on removable data media, Imation develop, manufacture, and sell premium optical and magnetic media technologies to businesses and people who want to capture, create, protect and preserve their digital information.

From large data centers to distributed networks that rely on Imation tape cartridges for data processing, security, business continuity, backup and archiving applications, to consumers and small businesses that depend on Imation's CD and DVD discs to store, edit and manage business data, photos, video, images and music on professional and home desktops. Each and every product Imation delivers carries more than half century of dedication to developing the world's most reliable removable data storage products — today and into the future.

Imation will boost Synnex's storage product base making it more attractive and accessible to different and diverse markets that may have been hesitant to commit in the past. The partnership will also strengthen Synnex's position in the market as a leading storage distributor, while giving new and existing customers easy and fast access to Imation's products at every opportunity.