

Aluratek, Inc. Honored with Ingram Micro Canada's "Best New Vendor" Award
Consumer Electronics Designer / Manufacturer Recognized for
Tremendous Growth in 2008

Irvine, CA — January 16th, 2009 — Aluratek, Inc, a leading creator of sophisticated yet user-friendly computer peripherals and consumer electronic devices, today announced that it has been named "Best New Vendor" by Ingram Micro Canada for its exceptional growth over 2008, solidifying its position as one of Ingram Micro Canada's top CE vendors.

Aluratek partnered with Ingram Micro in May 2007 and has shown explosive expansion over its first year with the distributor and during a time of economic uncertainty.

"Even with the current economy, Aluratek has proven its stability as a driving force in the consumer electronics industry," said John Henderson, Director Consumer Electronics/Digital Signage of Ingram Micro Canada. "We look forward to Aluratek's continued growth in 2009."

Aluratek designs, manufactures and sells a wide array of external computer hardware and consumer electronics including internet radio, external storage and digital photo frames. Most recently, the company unveiled a new USB internet radio jukebox that empowers users to stream internet radio from more than 150 countries in a true plug-n-play environment.

Aluratek entered the relationship with Ingram Micro Canada because of the national distributor's thirty years of experience working with computer hardware and software manufacturers.

"Distributors are looking to vendors for additional support during this time of economic concern," commented John Wolikow, VP sales and marketing for Aluratek. "Working with a stable and experienced distributor like Ingram Micro has helped us realize our full potential as a cutting-edge member of the electronics industry."

For more information about Aluratek's other innovative products for digitally enhancing consumers' lifestyles, please visit www.aluratek.com.

About Aluratek, Inc.

Aluratek was formed by a group of industry veterans who believed that computer peripherals and consumer electronic devices could be both sophisticated in their function and user-friendly in their usage. The goal of Aluratek is to embody "Simple Elegance" in every product it designs, manufactures and sells. The product focus of Aluratek is to bring simple yet elegant connectivity solutions to the consumers to enhance their consumer electronics, communications and computing experience. Each product is carefully designed with the consumer in mind. Each product is solution-driven to address the need of the consumers and deliberately planned to provide the ultimate user experience. Current Aluratek product offerings include the following: Digital Photo Frames, External Storage, High Definition Multimedia Interface (HDMI), Video / Multimedia products, Internet Radios and Universal-Serial-Bus (USB). For more information, please visit www.aluratek.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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