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**Tripp Lite & MITSUMI IT Distribution Enter into a Strategic Distribution Agreement**

*Partnership to leverage Tripp Lite’s leading UPS systems through MITSUMI’s widespread distribution throughout East and West Africa*

**FOR IMMEDIATE RELEASE**

Chicago, IL (November 22nd 2012 )-- Tripp Lite, a world leading manufacturer of power protection, connectivity, and infrastructure equipment has entered into a strategic distribution agreement with MITSUMI Distribution, one of the Africa’s largest IT distributors. The move is part of Tripp Lite’s continuing efforts to position itself across the rapidly developing IT markets in East and West Africa while also establishing itself as a leading brand offering a large selection of UPS systems. Under the terms of the partnership, MITSUMI Distribution will distribute a wide range of Tripp Lite products, with a focus on single phase UPS systems (up to 20KVA) for small to medium businesses.

Tripp Lite products and solutions promote significant savings from operational costs, seamless connectivity and a marked increase in productivity and efficiencies. The partnership will now allow MITSUMI Distribution to leverage Tripp Lite solutions along with other leading brands such as HP, Dell, Toshiba, Acer, Western Digital, Lenovo, Samsung, Microsoft and Benq.

“Our new strategic partnership with MITSUMI Distribution ably positions Tripp Lite as a key provider of UPS systems" said Vipin Sharma, Vice President Middle East, Africa and CIS Sales, Tripp Lite. “MITSUMI Distribution’s relationship with more than 1000+ resellers across East and West Africa is the perfect vehicle for providing all sizes of businesses with top of the line Tripp Lite solutions that can help them achieve their growth goals.”

On the desktop, in the data center, or wherever power and information flow, products and services that solve customers' problems and meet their highest expectations are the hallmarks of a Tripp Lite solution.The company boasts a portfolio of over 2,500 products that allows its customers to organize, connect, control and protect IT and electronic equipment that are essential to their day-to-day operations. According to Tripp Lite senior executives, the decision to name MITSUMI Distribution as its distributor was based on the company’s excellent reputation in the IT market.

**Mitesh Shah, Managing Director, MITSUMI Distribution** said “We are looking to onboard the entire VAD portfolio by close of this year and Tripplite is a strategic partnership that will aid us in our mission of bringing appropriate and cost effective solutions to Africa.”

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## About Tripp Lite

Outstanding product reliability and exceptional service have been Tripp Lite trademarks for 90 years. As the world’s leading manufacturer of power protection equipment, Tripp Lite’s innovations include the first UPS system designed specifically for personal computers and the world’s most trusted premium surge suppressor—the Isobar®—with more than 16 million in use. Tripp Lite maintains the highest level of ready-to-ship inventory in the industry with more than 2,500 different products, including UPS systems, surge suppressors, line conditioners, power inverters, cables, connectivity products and network management accessories. Headquartered in Chicago, Illinois, Tripp Lite maintains a global presence with fully staffed offices worldwide. Tripp Lite’s vision is built on the bedrock of its values: unsurpassed reliability, enhanced service and the highest quality products available. Additional information, including a list of Tripp Lite sales offices and authorized reseller partners, can be found by by visiting Tripp Lite’s website: www.tripplite.com

## About MITSUMI IT Distribution:

[www.mitsumidistribution.com](http://www.mitsumidistribution.com)

## MITSUMI Computer Garage Ltd. was formed in Nairobi, Kenya in the year 1996 with the aim of introducing appropriate and affordable technologies to Africa and now 16 years on, we are a Pan Africa Distributor.

## We are authorized distributors for leading global IT hardware & software brands. Our growing brand portfolio includes HP, Dell, Acer, Lenovo, Toshiba, Samsung, Western Digital, Tripplite, BenQ and Microsoft.

## As one of the Africa’s largest IT distributors, MITSUMI is the conduit through which the power of technology flows to 19 Countries in Africa.

## MITSUMI is a leading and fast growing technology distributor in Africa because of its Pan Africa distribution strategy/vision, aggressive expansion, regional geographical coverage and extensive customer base. MITSUMI has its head office in Kenya and presence in Tanzania, Ethiopia, Uganda, Rwanda, DRC, South Sudan, Nigeria, Ghana, Benin, Algeria, Tunisia, Morocco, Mozambique, Zambia, Namibia, Mauritius and Madagascar including strategic mother hub in Jebel Ali (U.A.E).

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## MITSUMI has 15 warehouses and 8 service centers in Africa. These capabilities help us reduce turnaround time in distributing products to the African markets. MITSUMI’s credit facilities to partners also consolidated its leadership advantage in Africa.