



Media Contact

Name: Karen Williams
Company: Interactive Ideas Ltd
Phone: 020 8344 4207
Email: karenw@interactiveideas.com

Record Revenue Drives Expansion

Enfield, London, 16th November 2009, Interactive Ideas, one of the UK's leading value-added IT and Technology distributors, have announced today the next phase of their expansion with the purchase of a new office and training facility close to their existing building. The office purchase will provide room to double the existing 50 employee workforce, provide an in-house training facility and create a dedicated 20,000 sq ft warehouse and logistics centre.

In the past two years Interactive Ideas have doubled in size achieving record revenue of £16.2 million in their last financial year. As well as achieving record profitability, the company was also named Red Hat EMEA distributor of the year in March and has also been commended in the CRN Channel Awards for software distributor of the year.

Mike Trup, Managing Director at Interactive Ideas comments "We have had three very strong years of growth and have some very demanding goals going forward. We firmly believe we can more than double the size of the company again within the next two years. This new building and our hiring plans will allow us to build both our product and our services offerings. In addition we have exciting plans for international expansion and joint-ventures that will allow us to scale our operations rapidly and profitably, providing enhanced levels of coverage and service to our vendors."

About Interactive Ideas

Interactive Ideas is a leading value-added distributor of Software and Technology products, establishing themselves in the competitive IT industry by providing excellent customer service, proactively working with their partners and being able to identify emerging technologies.

Recognition as a leading specialist distributor has come from leading awards from Computer Reseller News, Microscope and PC Retail in the past year with Interactive Ideas also being recognised as Red Hat's top distributor across EMEA. Past awards include the Inner City 100 award for growth and future entrepreneur of the year from Enterprise magazine.

Structured into two divisions; the consumer retail team has a strong track record working with retail, mail order and TV shopping companies to provide market leading and unique software and peripherals for the home and home office user. The corporate reseller team works with resellers, VAR's and systems integrators to provide software solutions, licensing and enterprise Linux for companies of all sizes from small business to the enterprise. For more information please visit: www.interactiveideas.com