



## **PRESS RELEASE - FOR IMMEDIATE RELEASE**

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### **Simply Mac opens third Utah location in the Layton Hills Mall**

*Salt Lake City, Utah – June 17, 2010* – Simply Mac, a Utah-based Apple Specialist, announced the opening of its new retail location in the Layton Hills Mall in Layton, Utah. As an Apple Specialist, Simply Mac sells many of Apple's innovative products, including computers, iPads, iPods, software and a large assortment of accessories for all Apple products. Simply Mac also offers personalized customer training, warranty service and repair and specialized sales support for consumers and businesses.

Simply Mac will be hosting a grand opening event for the public on Saturday, June 26<sup>th</sup> from 10 a.m. to 5 p.m. at its new location on the top level of the mall adjacent to the food court. The first 100 customers in line for the event will receive a gift bag full of merchandise from Simply Mac. Customers will also have the opportunity to win various prizes including t-shirts, Simply Mac promotional items, Apple accessories, iPods and even a new MacBook computer.

Trained Apple representatives will be present and conducting live trainings during the grand opening event on many popular software applications including iMovie, iWork and MobileMe. Simply Mac will also offer customized Simply Answers personalized training classes at the Layton location to customers on an ongoing basis via the company's current programs.

"Simply Mac is the first full service Apple Specialist location in Davis and Weber counties", says Steve Bain, President of Simply Mac. "We are excited to bring the Simply Mac customer experience and the innovative products that consumers have come to love from Apple closer to many customers in northern Utah."

Simply Mac was founded in August of 2006 and operates three premier Apple Specialist retail locations in Utah. Each store offers sales, personalized customer training, and warranty service and repair for Apple products. Simply Mac also offers a used computer trade-in program and has a business sales and service team to meet the needs of local business clients. Simply Mac is based in Salt Lake City, UT and is privately held. To learn more about Simply Mac, visit [www.simplymac.com](http://www.simplymac.com) or call 877-5-SIMPLY.

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