

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **Simply Mac announces Grand Opening of new store in Orem, Utah**

*Orem, UT – May 24, 2007* – Simply Mac, a Utah-based Apple Specialist and retailer of Apple computers, products and services, announced today that it has doubled the size of its current location and will open this new store in Orem, Utah, on Friday, June 1<sup>st</sup>. “We believe the Simply Mac concept brings a unique retail experience to customers along the Wasatch Front,” says Steve Bain, President of Simply Mac. “Our sales teams are well versed and able to handle not only the difficult questions of the Mac enthusiast, but are also able to answer questions and help the customer who is considering switching from a PC to a Mac for the first time.”

The Simply Mac Orem store, which is the largest retail showroom of any Apple Specialist in Utah, is located at 775 East University Parkway, adjacent to the University Mall in Orem. The store features a unique and exciting design that allows shoppers to view and test the Apple products in an open, consumer friendly environment. Simply Mac also has plans to operate two other similar-sized stores in 2007 as well as “Simply Mac Express” locations in kiosks in major Utah malls.

Simply Mac was founded in September of 2006 through an acquisition of Mac Something. Simply Mac is funded by Capital Partner Group, and offers sales, service and training of Apple products and services. Simply Mac also entered into a management agreement with Spring Communications in January 2007, whereby Simply Mac operates as the newest division of Spring Communications.

To learn more about Simply Mac, visit [www.simplymac.com](http://www.simplymac.com) or call (801) 377-0220.

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