

Press Release

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FOR IMMEDIATE RELEASE
March 28, 2007

Simply Mac names Joel Rackham as Director of Sales

Salt Lake City –March 28, 2007 – Simply Mac, a Utah based Apple retailer has hired Joel Rackham as Director of Sales. Mr. Rackham joins the team with an extensive background in retail sales and consumer electronics. Mr. Rackham most recently worked as Director of Customer Relations for a local wireless retailer, Spring Communications, where he was focused on providing a superior customer experience beyond the point of purchase. Prior to Spring, Joel was a Market Sales Manager and served at the VP of Verizon Sales and Operations for Alert Cellular.

“I am excited to enter the dynamic Apple world and be a part of the Simply Mac group. There is an apparent gap in product distribution in Utah and Simply Mac’s strategic growth plan will provide a great benefit to the community.” says Joel Rackham.

Mr. Rackham graduated with a BS in Business Administration and Finance from Westminster College.

About Simply Mac

Simply Mac is an authorized Apple Specialist, providing sales and service of Apple products, software and service to customers along the Wasatch Front.

