

NEWS RELEASE
FOR IMMEDIATE RELEASE
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SIMPLY MAC KICKS OFF SPECIALTY FOOD DRIVE
TO BENEFIT THE UTAH FOOD BANK

Simply Mac Meals for Macs to generate donations of macaroni and cheese and canned apple products

Salt Lake City, Utah – Nov. 15, 2010 –Simply Mac, a Utah-based Apple Specialist, is kicking off its first annual Simply Mac Meals for Macs food drive to benefit the Utah Food Bank on Monday, Nov. 15. Simply Mac will collect donations of macaroni and cheese, canned apple products and other food items at its four Utah retail locations in Layton, Orem, St. George and the Fort Union area until Saturday, Dec. 18. Simply Mac will deliver food donations and present a check to the Utah Food Bank on Wednesday, Dec. 22.

“Simply Mac is excited to partner with the Utah Food Bank for this unique food drive,” said Steve Bain, president of Simply Mac. “We wanted to develop a food drive that was different, but simple, and we thought the tie-in with mac and cheese and apples was the right fit. They are also staple foods that are in high demand at the Food Bank, so we are hoping to fill the shelves.”

Simply Mac will also donate 10 pounds of food to the Utah Food Bank for every computer or iPad purchased at Simply Mac from Nov. 15 through Dec. 22. According to the Utah Food bank, 10 pounds of food will provide 10 meals.

“In the last year, food requests have risen 40 percent and we are continually challenged to collect and distribute enough food to meet that need,” said Jim Pugh, CEO of Utah Food Bank. “Fortunately, we live in a very caring state and know that community members will respond generously to help the one in 10 Utahns living in poverty.”

During the food drive, Simply Mac will also hold special customer promotional events. Customers can drop off any donation of macaroni and cheese, canned apple products or other food items, and they will receive \$5 off any purchase \$50 or greater. Customers who bring in

five items or more will also be entered into a drawing for a \$500 store credit that can be used towards merchandise and even a new iPad. Complete details and rules are available at the four participating Simply Mac locations in Layton, Orem, St. George and the Ft. Union area.

ABOUT SIMPLY MAC:

Simply Mac was founded in August 2006 and operates five premier Apple Specialist retail locations in Utah and Wyoming. 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 and is privately held. To learn more about Simply Mac, visit www.simplymac.com or call 877-5-SIMPLY.

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