

NEWS RELEASE  
FOR IMMEDIATE RELEASE  
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SIMPLY MAC DELIVERS \$25,000 WORTH OF FOOD PRODUCTS TO  
THE UTAH FOOD BANK WEDNESDAY  
*Donations from the Simply Mac Meals for Macs food drive to take place at 11 a.m.*

Salt Lake City, Utah – Dec. 21, 2010 –Simply Mac, a Utah-based Apple Specialist, will deliver \$25,000 worth of food products to Utah Food Bank, located at 3150 South 900 West in Salt Lake City, on Wednesday, Dec. 22 at 11 a.m. The donation is a result of the first annual Simply Mac Meals for Macs food drive.

Simply Mac collected 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 from Nov. 15 through Dec. 18. The company also pledged to donate 10 pounds of food for every computer or iPad purchased at Simply Mac during that period.

“We developed this unique food drive of mac and cheese and apple products to tie into our company and generate donations of staple foods that are in high demand at Utah Food Bank,” said Steve Bain, president of Simply Mac. “We also learned from Utah Food Bank that there is an increased request for kid-friendly items, so we focused on those food items for our 10 pounds per purchase donation.”

“Children are an especially vulnerable demographic when considering access to regular meals,” said Utah Food Bank CEO Jim Pugh. “Right now, one in seven Utah children is at risk of hunger. Simply Mac’s donation provides the equivalent of 70,726 meals -- enough to feed 48 families one meal for an entire year! We’re very grateful to the generosity of Simply Mac and its customers as this donation will go a long way in providing for Utah children in need.”

Food for the donation was purchased from Macey’s grocery stores, which partnered with Simply Mac to purchase bulk foods at wholesale rates. “We are grateful to Macey’s for partnering with us on this food drive and helping feed so many hungry kids in Utah this winter.

Because of their support, we were able to donate \$19,176 toward the purchase of food from Macey's at cost and maximize the donation value to \$25,000 worth of food products," added Bain.

"This is a fun promotion that our teams can really get behind. Macey's loves to partner with great companies like Simply Mac that are dedicated to helping those in need in our community," said Steve Reich, vice president of marketing for Associated Retail Stores. "The current economic situation has made it rough on a lot of families, and we are pleased to be a part of this kind of event that reflects the great, caring attitude of the people living in this 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](http://www.simplymac.com) or call 877-5-SIMPLY.

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#### ABOUT UTAH FOOD BANK

Utah Food Bank provides food to a statewide network of 150 emergency food pantries and agencies statewide. Last fiscal year, Utah Food Bank distributed 30.8 million pounds of food, the equivalent of over 23 million meals for families and individuals in need. Utah Food Bank also served 221,237 Kids Cafe meals, delivered 26,472 senior food boxes and answered 114,994 calls through its 2-1-1 Information & Referral service. For more information about Utah Food Bank call (801) 978-2452 or visit [www.utahfoodbank.org](http://www.utahfoodbank.org). Find us on Facebook at [www.facebook.com/UtahFoodBank](http://www.facebook.com/UtahFoodBank) and on Twitter at [www.twitter.com/UtahFoodBank](http://www.twitter.com/UtahFoodBank).