

NEWS RELEASE
FOR IMMEDIATE RELEASE

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SIMPLY MAC ANNOUNCES FREE e-WASTE RECYCLING DRIVE

Simply Mac offers recycling events to safely dispose e-waste at no cost

Salt Lake City, Utah – March 15, 2011 –Simply Mac, a Utah-based Apple Specialist, will host the Simply Mac e-Waste Recycle Event April 29 and 30 in Salt Lake and Utah Counties. This free community electronic waste recycling drive will be held at the following four sites: Merrill Engineering Building at the University of Utah (72 S. Central Campus Drive), Maverik Center in West Valley City (3200 S. Decker Lake Drive), Thanksgiving Point in Lehi (3003 N. Thanksgiving Way), and Provo Towne Centre Mall (1200 Towne Centre Blvd) from 9 a.m. to 3 p.m.

“Simply Mac is excited to support our community by sponsoring this free event.

All of the materials collected at the Simply Mac e-Waste Recycle Event are recycled in an environmentally friendly and responsible manner,” said Simply Mac President Steve Bain.

Friday, April 29 is for businesses, hospitals, government, educational institutions and other organizations throughout the community to bring in recyclable materials. Pre-registration for organizations wanting to take part on this day will be available through Simply Mac’s website, www.simplymac.com/recycle.

Saturday, April 30 is for members of the public to recycle consumer electronics and e-Waste items. Acceptable items include computers, laptops, keyboards, mice, speakers, hard drives, cell phones, pagers, PDAs, two-way radios, televisions, DVDs, VCRs, stereos, camcorders, cameras, radios, games systems, fax machines, photo copiers, printers, scanners, surge protectors, telephones, typewriters and adding machines. Large appliances (including refrigerators, washers, dryers and microwaves) are not accepted. Pre-registration is not needed for this day. All waste will be recycled in an environmentally responsible manner and processed in North America. Recycling services courtesy of Apple.

Simply Mac would like to extend our appreciation to the four event host sites, University of Utah, Maverik Center, Thanksgiving Point and Provo Towne Centre Mall for their support.

Complete information about the event, including a list of acceptable e-waste items and maps to the four host sites, can be found at www.simplymac.com/recycle.

ABOUT SIMPLY MAC:

Simply Mac was founded in August 2006 and operates 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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