



PRESS RELEASE - FOR IMMEDIATE RELEASE

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Simply Mac opens sixth retail location on Foothill Drive in Salt Lake City

Salt Lake City, Utah – March 23, 2011 – Simply Mac, a Utah-based Apple Specialist, announced the opening of its new retail location on 1414 S. Foothill Drive in Salt Lake City, Utah. As an Apple Specialist, Simply Mac sells many of Apple’s innovative products, including computers, iPads, iPods, software and a large assortment of accessories for all Apple products. Simply Mac also offers personalized customer training, warranty service and repair and specialized sales support for consumers and businesses.

Simply Mac will be hosting a grand opening event for the public on Saturday, March 26th from 8 a.m. to 3 p.m. at its new Foothill Drive location. The first 100 customers in line for the event will receive a gift bag full of merchandise from Simply Mac. Customers will also have the opportunity to win various prizes including t-shirts, Simply Mac promotional items, Apple accessories, iPods and even a new MacBook computer.

Trained Apple representatives will be present to conduct live trainings during the grand opening event on many popular software applications including iPhoto, iWork and iMovie. Simply Mac will also offer customized Simply Answers® training classes at the Foothill Drive location to customers on an ongoing basis via the company’s current programs.

“We are excited to bring the Simply Mac customer experience and the innovative products that consumers have come to love from Apple closer to many customers in the Foothill Drive community”, says Steve Bain, President of Simply Mac. “The recent product announcements from Apple including the new line of MacBook Pro computers and iPad 2 have been instrumental in driving many ‘new to Mac’ customers into our retail stores.”

Simply Mac was founded in August of 2006 and operates six 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, UT and is privately held. To learn more about Simply Mac, visit www.simplymac.com or call 877-5-SIMPLY.

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