

PRESS RELEASE

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**LOCAL BUSINESSES PREPARE FOR SIMPLY MAC'S
E-WASTE RECYCLE EVENT**

Salt Lake City—Simply Mac, the Utah-based Apple specialist and retailer, will be holding the first ever Simply Mac e-Waste Recycling Event in Salt Lake and Utah counties on Friday, April 29 and Saturday, April 30 from 9 a.m. to 3 p.m. The event will take place at four drop-off locations including parking lots at the Merrill Engineering Building at the University of Utah (72 S. Central Campus Drive), the Maverik Center in West Valley City (3200 S. Decker Lake Drive), Thanksgiving Point in Lehi (3003 N. Thanksgiving Way) and the Provo Towne Centre Mall (1200 Towne Centre Blvd.).

April 29 has been designated the institutional day and will be focused on businesses, hospitals, government agencies, educational institutions and other organizations throughout the community dropping off recyclable materials. Businesses that plan on participating on institutional day must pre-register at www.simplymac.com/recycle. Simply Mac is encouraging businesses to start gathering their e-Waste now to make the donation process as effortless as possible. A few of the accepted materials include CRT monitors, LCD displays, CPUs, laptops, servers, UPS systems, keyboards, mice, speakers, hard drives, cables, two-way radios, computers, fax machines, photo copiers, printers, scanners, surge protectors, telephones, typewriters and adding machines.

“Now is the time for businesses to start collecting their electronic waste,” says Steve Bain, president of Simply Mac. “Gather your dated computers, copiers, printers, televisions, displays, cell phones and other electronics and recycle them at absolutely no cost to you. This is

a great opportunity for local businesses to get rid of all the unused electronics that are cluttering up their offices, and we hope that they take advantage of it.”

April 30 is the public day and will be open to all Utah residents. Recycling services will be provided courtesy of Apple. All equipment will be destroyed and recycled in an environmentally sound manner that is fully permitted by a recycling facility. For more information on this event, maps to the drop-off sites and a complete list of acceptable materials, visit 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. For more information on Simply Mac, visit www.simplymac.com

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