

NEWS RELEASE

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SIMPLY MAC COLLECTS HALF OF ONE MILLION POUNDS OF RECYCLED MATERIAL AT FIRST-ANNUAL E-WASTE RECYCLE EVENT

Salt Lake City—Simply Mac, the Utah-based Apple Specialist and retailer, recently challenged Utah to recycle their electronic waste at its first-annual e-Waste Recycle Event. The event took place on April 29 and 30 in Salt Lake and Utah counties, and Utah's businesses and consumers recycled more than 500,000 pounds in electronic waste.

Simply Mac partnered with Apple to host the e-waste recycling event, the largest ever held in Utah. The event allowed businesses and consumers to recycle their electronic waste at no cost to them. "There is typically a charge when recycling electronic waste, but all recycling costs were provided courtesy of Apple, and we made sure the electronic items were recycled in an environmentally responsible manner," said Simply Mac president Steve Bain.

Electronic items that could be recycled included televisions, CRT monitors, LCD displays, CPUs, laptops, servers, keyboards, mice, speakers, hard drives, cables, two-way radios, fax machines, photo copiers, printers, scanners, surge protectors, telephones, typewriters and adding machines.

"Simply Mac was excited to report the collection of 260,000 pounds of e-waste from more than 250 businesses at the institutional day of our two-day free e-Waste community event," said Bain. "Utah's consumers didn't disappoint either, bringing in 240,000 pounds from more than 2,600 total consumers, for a total of 500,000 pounds (250 tons) of waste."

The e-waste recycling event featured four drop off points with more than 550 paid temporary staff from Utah: The Merrill Engineering Building at the University of Utah, the Maverik Center in West Valley, Thanksgiving Point in Lehi and the Provo Town Centre Mall in Provo. Each venue was organized with five to 10, 53-foot-long semi trucks.

The event's official kickoff occurred at the University of Utah on April 29, and featured remarks from Bain, as well as remarks from local government officials.

Bain added, "It was great working with Apple on this community event. The success of the event means that we will be bringing it back next year."

Simply Mac is a Utah-based Apple Specialist and retailer with six stores in Utah and Wyoming. The company specializes in Apple computer and accessory sales and repair, and also has a used-computer trade-in program, personalized customer training for new Apple users, and on-site service programs. Simply Mac also has its own line of branded Apple-friendly products. Simply Mac is based in Salt Lake City, Utah and is privately held.