



## **PRESS RELEASE - FOR IMMEDIATE RELEASE**

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### **Simply Mac acquires Utah-based Apple Specialist MacDocs**

*Salt Lake City, Utah – May 16, 2011* – Simply Mac, a Utah-based Apple Specialist, announced the acquisition of MacDocs, also a Utah-based Apple Specialist. Simply Mac will operate the MacDocs retail location on 1435 S. State Street in Salt Lake City, Utah under the name and brand of Simply Mac and also service the existing MacDocs business and retail customers. 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.

“We were excited to reach an agreement with the owners of MacDocs”, says Steve Bain, President of Simply Mac. “MacDocs has an exceptional reputation in Utah for sales and service to business customers. MacDocs has also been a long-term partner of Apple and has a loyal retail customer base. We were also pleased to retain the majority of the MacDocs employees during the transaction.”

Simply Mac will be hosting a grand opening event for the public on Friday, July 22nd from 9 a.m. to 1 p.m. at its new location in downtown Salt Lake City. 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.

“We are eager to leverage the strengths of the existing MacDocs employees and business service programs to help us strengthen our business sales team and offer a wider range of services to new and existing business customers”, said Bain. “We are seeing a growing demand from businesses and institutions for Apple products”.

Simply Mac was founded in August of 2006 and operates seven premier Apple Specialist retail locations in Utah and Wyoming. Each store offers sales, a personalized customer training program branded Simply Answers© 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](http://www.simplymac.com) or call 877-5-SIMPLY.

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