



PRESS RELEASE - FOR IMMEDIATE RELEASE

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Simply Mac opens eighth retail location in Idaho Falls

Salt Lake City, Utah – June 14, 2011 – Simply Mac, a Utah-based Apple Specialist, announced the opening of a new retail location on 2980 S. 25th East in Idaho Falls, Idaho. 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, June 18th from 8 a.m. to 3 p.m. at its new Idaho Falls 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.

A trained representative 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 Idaho Falls 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 Idaho Falls community", says Steve Bain, President of Simply Mac. "The recent product announcements from Apple including the new MacBook Pro, iMac 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 eight premier Apple Specialist retail locations in Utah, Idaho 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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