

NEWS RELEASE
FOR IMMEDIATE RELEASE
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SIMPLY MAC KICKS OFF SECOND ANNUAL SPECIALTY FOOD DRIVE
TO BENEFIT THE UTAH FOOD BANK

Simply Mac to donate 5 pounds of food for every computer sold Nov. 18 through Dec. 18

Salt Lake City, Utah – Nov. 18, 2011 –Simply Mac, a Utah-based Apple Specialist, is kicking off its second annual Simply Mac Meals for Macs food drive to benefit the Utah Food Bank on Friday, Nov. 18.

Simply Mac will collect donations of canned food products through Friday, Dec. 18 at five retail locations in Layton, downtown Salt Lake City, Foothill, Fort Union and Orem. Simply Mac will also hold food drives with its stores in the markets of St. George, Utah, Idaho Falls, Idaho and Jackson, Wyo. to support the local food banks in those communities. Store locations and information can be found on www.simplymac.com.

Simply Mac will donate 5 pounds of food to the Utah Food Bank for every computer purchased at one of these five Simply Mac Utah locations during the drive. Customers can also bring in any canned food item and receive \$5 off their next purchase of \$50 or greater. Food for the donation will be purchased from Macey's grocery stores, which has partnered with Simply Mac to purchase bulk foods at wholesale rates. Simply Mac will deliver food donations and present a check to the Utah Food Bank on Wednesday, Dec. 21 at 10 a.m.

“Simply Mac is excited to partner once again with the Utah Food Bank and Macey's for this food drive,” said Steve Bain, president of Simply Mac. “Last year we delivered \$25,000 worth of food products to the Utah Food Bank as a result of the first Simply Mac Meals for Macs food drive. This year we are hoping to help fill the shelves at the Utah Food Bank with needed items that we can purchase from Macey's, as well as all the canned foods we gather at our stores.”

“Forty-two percent of the audience we serve are children,” said Karen Sendelback, CEO for Utah Food Bank. “Holidays are a particularly trying time financially for Utah families and the

struggle to provide food for families increases due to other demands. Utah Food Bank and the families we serve are very appreciative for the generosity of the Simply Mac donation. This will help many children in need.”

ABOUT UTAH FOOD BANK:

Utah Food Bank provides food to a statewide network of 154 emergency food pantries and agencies statewide. Last fiscal year, Utah Food Bank distributed 33.3 million pounds of food, the equivalent of over 23 million meals for families and individuals in need. Utah Food Bank also served 221,237 Kids Cafe meals, delivered 26,472 senior food boxes and filled 17,864 kids’ backpacks for weekends and school holidays. For more information about Utah Food Bank, visit www.utahfoodbank.org. Find us on Facebook at www.facebook.com/UtahFoodBank and Twitter at www.twitter.com/UtahFoodBank.

ABOUT SIMPLY MAC:

Simply Mac was founded in August 2006 and operates eight premier Apple Specialist retail locations in Utah, Wyoming and Idaho. Each store offers sales, personalized customer training, through the company’s Simply Answers program 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. To learn more about Simply Mac, visit www.simplymac.com or call 877-5-SIMPLY.

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