

NEWS RELEASE

FOR IMMEDIATE RELEASE

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**SIMPLY MAC DELIVERS \$20,400 WORTH OF FOOD PRODUCTS
TO FOOD BANKS IN SALT LAKE CITY, ST. GEORGE, UTAH, JACKSON, WYO. AND
IDAHO FALLS, IDAHO**

Salt Lake City--Simply Mac, a Utah-based Apple Specialist, delivered \$20,400 worth of food products to the Utah Food Bank in Salt Lake City, the Utah Food Bank Southern Branch in St. George, Utah, the Jackson Cupboard food bank in Jackson, Wyo. and the Idaho Falls Community Food Bank in Idaho Falls, Idaho. The donations were a result of the second annual Simply Mac Meals for Macs food drive.

Simply Mac collected donations of canned food products at its Utah retail locations in Layton, Salt Lake City, Foothill, Fort Union, Orem and St. George, along with its Idaho Falls, Idaho and Jackson, Wyo. from Nov. 18 through Dec. 18. The company also pledged to donate 5 pounds of food for every computer purchased at one of these Simply Mac locations during the drive. Food for the donations was purchased from Macey's, Lin's Marketplace, Jackson Whole Grocer and Broulims and Rigby grocery stores, which partnered with Simply Mac to purchase bulk foods at wholesale rates.

"Simply Mac was excited to partner once again with local food banks and Associated Food Stores for this food drive," said Steve Bain, president of Simply Mac. "It was wonderful to donate \$20,400 worth of food products to help fill the shelves of these food banks with needed items that we purchased, as well as all the canned foods that we gathered 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 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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