



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

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### **Simply Mac promotional event of Mac OS X Snow Leopard 10.6**

*Salt Lake City, Utah – August 26, 2009* – Simply Mac, a Utah-based Apple Specialist, announced today that it will hold a special customer promotional event on Friday, August 28<sup>th</sup> at 8:00 a.m. at Utah's Hogle Zoo to showcase the release of Apple's newest operating system – Mac OS X Snow Leopard 10.6. This announcement comes after the recent news of the birth and debut of an endangered snow leopard cub and Simply Mac sponsorship of the snow leopard exhibit at Asian Highlands at Utah's Hogle Zoo.

"We are excited to partner with Utah's Hogle Zoo and offer some of the first licenses of Apple's new operating system to customers onsite from the zoo," said Steve Bain, President of Simply Mac. "The Mac OS X Snow Leopard operating system includes hundreds of improvements that will make your Mac faster, more responsive and more reliable. Installation is up to 50 percent faster than with Mac OS X Leopard, shutdown is up to 80 percent faster and initial Time Machine backups to Time Capsule are up to 80 percent faster than in Leopard. Mac OS X Snow Leopard also includes out of the box support for Microsoft Exchange Server 2007 in Mail, iCal and Address Book."

Simply Mac will also be holding special customer promotional events at the Orem and Fort Union, Simply Mac Utah locations on Friday, August 28<sup>th</sup> at 8:00 a.m. For a limited time, Simply Mac is offering a Snow Leopard Starter Pack for only \$99. This includes a copy of the Mac OS X Snow Leopard 10.6 Operating System, installation of the OS and 2 Simply Answers customer training classes to maximize the usability of this new product.

Simply Mac was founded in August of 2006, with premier Apple Specialist retail locations in Utah and Colorado. Each store offers sales, personalized customer training, and warranty service and repair for Apple products. 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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