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Simply Mac partners with Utah's Hogle Zoo on snow leopard cub exhibit

Salt Lake City, Utah – July 17, 2009 – Simply Mac, a Utah-based Apple Specialist, announced today that it has partnered with Utah's Hogle Zoo to sponsor the snow leopard exhibit at Asian Highlands. This announcement comes after the exciting news from Hogle Zoo of the birth and debut of an endangered snow leopard cub.

"The timing of this sponsorship is exciting with the recent announcements from Hogle Zoo on the debut of the snow leopard cub and also from Apple of the launch of their new Mac OS X Snow Leopard operating system," said Steve Bain, President of Simply Mac. "The Snow Leopard operating system will build on the current Mac OS X operating system with hundreds of refinements including out of the box support for Microsoft Exchange and new accessibility features."

Apple announced at their WWDC conference in June of 2009 that the Snow Leopard operating system will ship as an upgrade for Mac OS X Leopard users in September 2009 for only \$29. Simply Mac plans to partner with Hogle Zoo during the period up through the launch of the new Apple operating system for special customer events and also throughout the next few years in other community events.

"There is a unique synergy that is created between local businesses and Hogle Zoo when entering into a sponsor agreement in terms of what each can do for the other," said Brad Parkin, Associate Zoo Director of Marketing Services for Utah's Hogle Zoo. "We appreciate the vision and effort that Simply Mac has shown in partnering with Salt Lake's most popular family attraction and we look forward to helping them achieve their marketing objectives."

Utah's Hogle Zoo is one of only 218 institutions accredited by the Association of Zoos & Aquariums (AZA). To learn more about Hogle Zoo, visit www.hoglezoo.org.

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 or call 877-5-SIMPLY.

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