

PRESS RELEASE

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Simply Mac offers new Apple iMac and accompanying software at new Fort Union location

Cottonwood Heights – August 17, 2007 – In connection with today's grand opening of its new Fort Union store, Simply Mac, a Utah-based Apple retailer and specialist, announced today that it has released the new Apple iMac and accompanying software. "We're excited to offer Apple's biggest CPU release of the year available here at Simply Mac," says Steve Bain, president of Simply Mac. "Offering this fantastic new product is a great way to celebrate our grand opening."

The new iMac is a high-performance computer with a sleek and thin design. Available in 20- and 24-inch widescreen models, it includes built-in wireless, Mac OS X, and the new iLife '08. The new iMac also features a faster processor, next-generation graphics, and larger hard drives and is loaded with a built-in iSight camera, Wi-Fi, and SuperDrive.

The new iMac can turn photos, movies, and music into blogs, podcasts, books, and calendars. According to Mr. Bain, "Apple's unique software applications allow consumers to share music and pictures more easily than ever before."

Customers wanting more information about the iMac can visit Simply Mac at the new Fort Union location or at the Orem store and receive product and service details from Simply Mac's trained professionals. "Our expert Apple-certified staff can support the most avid Apple enthusiasts in all their sales and service needs," says Mr. Bain.

The Fort Union Simply Mac store, which is the largest retail showroom of any Apple specialist in Utah, is located in Cottonwood Heights at 1380 East Fort Union Boulevard. The Simply Mac Orem store is located at 775 East University Parkway off I-15 (exit #269) on University Parkway and State Street. Simply Mac has plans to open one more similar-sized store in 2007.

Simply Mac, which is funded by Capital Partner Group, offers sales of computers (including MacBook, MacBook Pro, iMac, MacPro), iPods, Apple TV and all Apple-branded accessories. Simply Mac also offers training, service, repair and specialized sales support.

To learn more about Simply Mac, visit www.simplymac.com or call 801-943-0220.

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