



Press Release

FOR IMMEDIATE RELEASE

For more information contact:

Steve Bain

President

Simply Mac

801-308-1336

[steve.bain@simplymac.com](mailto:steve.bain@simplymac.com)

**Simply Mac launches three new Apple Reseller locations across the Wasatch Front.**

**SALT LAKE CITY, UT November 14, 2006** - Simply Mac announced today the Grand Opening of three new Apple Specialist locations along the Wasatch Front, giving consumers seeking Apple products several new options in advance of the upcoming Holiday shopping season.

Simply Mac is one of only a few companies that hold the Apple Specialist designation in Utah. The Apple Specialist designation is the highest level of Reseller in the Apple program of third party distribution. The three locations include: a store in Orem, another in the University Mall and a kiosk in the Fashion Place Mall in Murray.

Soon consumers will enjoy several more Simply Mac locations. Simply Mac has plans to expand stores, training venues and service centers across the Wasatch front over the next several years, including six new retail stores locations in the next 24 months.

The Simply Mac stores will sell all of the Apple products including MacPro, iMac, MacBook, MacBook Pro, iPod, Apple software, accessories and will also offer service. Some of the stores in 2007 will offer training classes and integrated customer workshops. The Simply Mac Express stores will focus primarily on the iPod products and accessories and a smaller selection of computers and peripherals.

Simply Mac is a Utah's premiere Apple Reseller. With three convenient locations, Simply Mac is the simple choice for Apple customers.

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