



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

### **CONTACTS:**

Steve Bain  
President  
Simply Mac  
(801) 308-1336  
[steve.bain@simplymac.com](mailto:steve.bain@simplymac.com)

### **Simply Mac moves current retail store in the Fort Union area**

*Cottonwood Heights, Utah – September 17, 2008* – Simply Mac, a Utah-based Apple Specialist, announced today that it has moved its retail location in the Fort Union area. The new location is 6936 S. Park Center Drive in Cottonwood Heights. To celebrate this move, Simply Mac is also hosting a grand opening event, which is open to the public on Saturday, September 20, 2008 from 11 a.m. to 2 p.m.

“The move of our Fort Union Simply Mac store has been a great success based on the sales during the first few days after the move. We have made some unique changes to this store format to showcase the retail sales, customer training and warranty service and repair of Apple products for our customers,” said Steve Bain, President of Simply Mac.

Customers who attend the grand opening will be able to participate in door prize giveaways of Apple products. “We are also excited to have a representative from Apple on site to conduct software trainings on the iLife ‘08 software product,” says Mr. Bain. These trainings will be held from 11 a.m. to 2 p.m. on Saturday and focus on consumer applications of iLife ‘08 and how easy it is to switch from a PC to a Mac.

During the first week of business, Simply Mac employees also noticed the increased customer traffic of this highly visible retail store. “You know it was a good move when customers are asking how long the store has been open and were not aware of our other location,” said Roger Emmer, Simply Mac Senior Consultant.

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 part of the Spring Retail Group and is based in Salt Lake City, UT.

To learn more about Simply Mac, visit [www.simplymac.com](http://www.simplymac.com) or call 801-943-0220.

###