



PRESS RELEASE

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Simply Mac opens first Colorado location at Falcon Landing

Colorado Springs – April 17, 2008 – Simply Mac announced the opening of its new Apple Specialist location at the Falcon Landing Center. As an Apple Specialist, Simply Mac offers sales of Apple products - including the MacBook, MacBook Pro, MacBook Air, iMac, MacPro, iPods, Apple TV and all Apple-branded accessories. Simply Mac also offers training, warranty service and repair and specialized sales support. Simply Mac is one of only a few organizations that hold the Apple Specialist designation in Colorado.

Simply Mac will be hosting a grand opening event for the public on Saturday, May 3rd from 11 a.m. to 2 p.m. at its new location, 7431 N. Academy Blvd. Customers will be treated to product demonstrations from Apple representatives as well as a chance to win Apple product.

Customers in the market for Apple products or who are in need of Apple warranty service and repair can visit Simply Mac at the new Falcon Landing location and receive product and service details from an Apple-trained professional. “Our expert Apple-certified staff can support the most avid Apple enthusiasts with all their sales, training and service needs,” says Steve Bain, President of Simply Mac.

Simply Mac’s location is the largest retail showroom of any Apple specialist in Colorado Springs. “Simply Mac, with its broad-based retail history will bring to Colorado Springs the Apple experience and all of the products that we have come to enjoy and rely on. Their new store will undoubtedly benefit all of our existing businesses at Falcon Landing,” said Kevin Kratt and John Winsor of Kratt Commercial Properties.

Simply Mac operates premier Apple Specialist retail locations in the Utah and Colorado Markets. Simply Mac is part of the Spring Retail Group, based in Salt Lake City, UT, and is privately held. Spring Retail Group also owns and operates 30 wireless retail locations in Colorado branded as Spring, 8 in the greater Colorado Springs area.

To learn more about Simply Mac, visit www.simplymac.com or call 801-725-3075.

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