

PRESS RELEASE

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Simply Mac opens new store in Fort Union area

Cottonwood Heights – August 6, 2007 – Simply Mac, a Utah-based Apple specialist, announced today that it is opening a new location in Cottonwood Heights, Utah on 1380 East Fort Union Boulevard. The grand opening, which is open to the public, will be held on Friday, August 17, 2007 from 11 a.m. to 1 p.m.

“The Fort Union Simply Mac store is even larger than our existing Orem store and will be the largest retail showroom of any Apple specialist in Utah. We are excited to bring this unique retailing concept to customers in the Salt Lake area,” says Steve Bain, president of Simply Mac.

Customers who attend the grand opening will be able to participate in door prize giveaways of Apple products. The event will feature trained professionals from Apple who will conduct demonstrations and answer questions about how easy it is to convert from a PC to a Mac. “We know that a large portion of our customers are switching to Macs for the first time. We are experts in creating an environment that allows for both operating systems to work together seamlessly,” says Mr. Bain.

Simply Mac also opened a store in Orem, Utah in June 2007. “Since we opened our new store in Orem, we have served the needs of hundreds switching from a PC to a Mac. Through recent upgrades in software technology, it is easier than ever for consumers to run PC applications on an Apple computer platform,” says Tyler Dickman, Simply Mac Director of Operations.

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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