

**FOR IMMEDIATE RELEASE**

**CONTACT:** John Youngren/ or Neal Gatherum  
Kelli Fratto Spring Communications  
Love Communications 801.308.1325  
801.519.8880

**SPRING COMMUNICATIONS FORMS A MANAGEMENT AGREEMENT WITH  
SIMPLY MAC, A RETAILER OF APPLE PRODUCTS AND SERVICES**

SALT LAKE CITY - Jan. 15, 2007 - Spring Communications, a Utah-based retailer of Cingular Wireless, has formed a management agreement whereby Simply Mac, an Apple Specialist, will operate as the newest division of Spring Communications, officials announced.

Spring plans to merge the Simply Mac employees and management team into its current business structure, ensuring every employee maintains continued employment. "Integrating the Simply Mac business, which has 2 retail outlets - including a location at Fashion Place Mall in Murray and a location in Orem near University Mall - will allow us to expand our service based organization into the dynamic industry of Apple products and services," Spring President and CEO Jason Ellis said.

"We look at this as a wonderful opportunity to diversify the Spring portfolio beyond its core business. Our customer profile fits the Simply Mac target audience - these

are busy people looking for user-friendly technology and convenience to keep pace with today's busy world." Mr. Ellis said.

Steven Bain, a co-founder of Simply Mac, will be joining the Spring team in a senior management position. Steve will also continue to function as the President of Simply Mac.

As one of the largest retailers of Cingular products in the Intermountain West, Spring officials noted Apple's recent announcement that its exciting new **iPhone** - expected to be available beginning in June 2007 - would be exclusively available to Cingular service subscribers.

"The decision to engage a management agreement with Spring allows Simply Mac to leverage the current infrastructure of the Spring employee base and enables Simply Mac to grow more quickly and efficiently," said Bain, President of Simply Mac.

Spring - founded in Utah in April of 2001 by the company's current chairman, Vern Dickman - employs over 400 people, operates 75 retail locations in Utah and Colorado and continues to expand throughout the Intermountain West. Spring was recognized in 2004 as one of Utah's Top 15 "Emerging Elite". In 2005 they ranked #25 as Utah's "Top 100 Companies" and were recognized by Inc. Magazine as one of the

nation's 500 fastest-growing private companies. In addition, Spring has been a "Best of State" honoree in Consumer Electronics and/or Telecommunications Resellers in 2003, 2004 and 2005.

Simply Mac is an authorized Apple Specialist, providing sales and service of Apple products, software and service to customers along the Wasatch Front.

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