

APPLE SPECIALIST DEALERS ANNOUNCE PRESIDENTS DAY SALE

***-- Locations Across North America to Offer the Best Deals Of the Year On New Macs
This Saturday, Sunday and Monday Only --***

February 13, 2009 – San Diego, CA – The Apple Specialist Marketing Co-op (ASMC) is proud to announce the first annual Apple Specialist Presidents Day Sale. Dozens of independent Apple Specialist Reseller locations in the US are participating in this event. Dealers will offer a wide variety of in-store specials. A full list of participating locations is available at www.applespecialist.com/sale.

“This is the first Presidents Day sales event in Apple Specialist history and we’re very excited,” said Kevin Langdon, ASMC Executive Director and owner of Crywolf Computers in San Diego, CA. “Presidents Day is not traditionally a time when you can find special deals on Macs and accessories, so this will be something completely new.”

“Each dealer has created their own unique specials to suit their customers and communities,” said Langdon. “This is truly an unprecedented effort by the Apple Specialists to offer their loyal customers something extra during these tough times.”

Not all locations will be participating for all three days, please see www.applespecialist.com/sale for specific location details. Also, prices and participation may vary by location. The AppleCare Protection Plan may be required to qualify for some offers. All offers valid while supplies last. Some offers require manufacturer mail-in rebates. All offers expire no later than end of business on Monday, February 16, 2009.

“Apple Specialists provide the complete, one-stop solution for all their clients’ Macintosh product and service needs,” Langdon said. “Apple Specialists don’t just sell boxes – we consult with our clients and design custom computing solutions to fit their specific requirements. And this weekend we have the very best deals in North America, too.”

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The Apple Specialists Marketing Co-op represents 160 Apple Specialist Dealers, Apple Authorized Resellers and Apple Authorized Service Providers with more than 300 locations throughout the U.S and Canada. Our members are listed online at www.applespecialist.com.

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