

OWC OFFERS FIRST MEMORY UPGRADES UP TO 32GB FOR NEW APPLE MAC PRO "NEHALEM" MODELS

**OWC Offers Savings up to \$1,620 vs. Factory Installed
Internal Hard Drive Upgrades Savings up to \$540 vs. Factory Installed**

**OWC Continues First-to-Market Streak with Memory Upgrades for Most
Powerful Mac Ever**

March 12, 2009, Woodstock, IL -- Other World Computing (OWC®) <http://www.macsales.com>, a leading Mac and PC technology company, announced today the **first available third party 1066MHz DDR3 ECC memory upgrades up to 32GB for the new Mac Pro "Nehalem" models announced last week by Apple.** OWC Memory Upgrades offer new Mac Pro users **savings of up to \$1,620 on same size upgrades, as well as upgrade options not offered by the factory.** Internal hard drive upgrades are also available from OWC with **savings of up to \$540** versus same size factory installed upgrades.

OWC First to Announce Memory Upgrades for Mac Pro

OWC Memory Upgrade Kits for the new Mac Pro were engineered with premium quality components for cool, reliable operation, fully tested and ready to ship. With this announcement, **OWC continues its first-to-market streak as the first independent provider to ship Mac Pro memory upgrades that fully meet Apple Design Specifications, including specific required thermal EEPROM, board design, chip components; and are fully RoHS and JEDEC compliant.** In addition like all OWC Memory, these new Mac Pro Upgrade Kits are backed with a **Money Back Guarantee** and **OWC's Lifetime Advance Replacement Warranty.**

OWC Offers More Memory Upgrade Options at Lower Cost than Factory

OWC's Memory Upgrade Kits for the new Mac Pro "Nehalem" models offer thousands of dollars in savings over same sized factory kits and configuration options not available from the factory. For example, the 32GB factory installed memory upgrade for the Mac Pro 8-Core costs \$6,100, compared to the OWC 32GB Memory Kit priced at only \$4,479.99 – a **savings of \$1,620.** Mac Pro 8-Core owners can also choose three **4GB module-based upgrades not offered by the factory: 12GB (3 x 4GB), 16GB (4 x 4GB), and 24GB (6 x 4GB) -- and keep memory slots open for future expansion.** In addition to the savings offered by OWC Memory Upgrades, Mac Pro users also retain their original factory memory modules that can either be set aside for future backup **or be sent to OWC for a cash back trade-in of up to \$19 per Apple factory memory module.**

Pricing for OWC Memory Upgrade Kits up to 8GB for new Mac Pro 2009 Quad-Core 2.66GHz and 2.93GHz models:

- OWC 6GB DDR3 ECC Memory Kit - \$119.99 (3 x 2GB matched memory modules) *20% lower price than factory 6GB upgrade.*

- OWC 8GB DDR3 ECC Memory Kit - \$154.99 (4 x 2GB matched memory modules)
38% lower price than factory 8GB upgrade.

Pricing for OWC Memory Upgrade Kits up to 32GB for new Mac Pro 2009 8-Core 2.26GHz, 2.66GHz, and 2.93GHz models:

- OWC 8GB DDR3 ECC Memory Kit - \$154.99 (4 x 2GB matched memory modules)
- OWC 12GB DDR3 ECC Memory Kit - \$229.99 (6 x 2GB matched memory modules)
23% lower price than factory 12GB upgrade.
- OWC 16GB DDR3 ECC Memory Kit - \$299.99 (8 x 2GB matched memory modules)
40% lower price than factory 16GB upgrade.
- OWC 12GB DDR3 ECC Memory Kit - \$1729.99 (3 x 4GB matched memory modules)
Not available as factory memory upgrade option.
- OWC 16GB DDR3 ECC Memory Kit - \$2299.99 (4 x 4GB matched memory modules)
Not available as factory memory upgrade option.
- OWC 24GB (6 x 4GB matched memory modules) DDR3 ECC Memory Kit - \$3429.99
Not available as factory memory upgrade option.
- OWC 32GB (8 x 4GB matched memory modules) DDR3 ECC Memory Kit - \$4479.99
26.5% lower cost than factory 32GB upgrade.

For more information on OWC Memory Upgrade Kits for the new Mac Pro 2009 Quad-Core and 8-Core models and to order, visit:

<http://eshop.macsales.com/shop/memory/Mac-Pro-Memory>

OWC Offers More Internal Hard Drive Upgrade Options, Lower Cost Than Factory Options

OWC also provides a wide variety of high performance internal hard drives options for the Mac Pro not available from the factory, as well as **savings up to \$540** versus same size factory installed upgrades.

Mac Pro models storage capacity can be increased up to 2.0TB per drive bay with **1.0TB options priced from \$89.99 per drive/bay**. Available hard drive options include:

- 640GB Western Digital 7200RPM SATA II hard drive with 16MB cache & 3 year warranty \$77.99
61% lower cost than factory installed 640GB hard drive option.
- 750GB Hitachi 7200RPM SATA II hard drive with 32MB cache & 3 year warranty \$87.99

Capacity not available as a factory hard drive upgrade option.

- 1.0TB Hitachi 7200RPM SATA II hard drive with 16MB cache & 3 year warranty \$89.99

- 1.0TB Hitachi 7200RPM SATA II hard drive with 32MB cache & Enterprise 5 year warranty \$159.99

Four factory installed 1.0TB hard drives costs \$1,000 versus four 1.0TB hard drives from OWC cost from \$459.96, a savings of up to \$540.

- 1.5TB Seagate 7200RPM SATA II hard drive with 32MB cache & 3 year warranty \$147.99

Capacity not available as a factory hard drive upgrade option.

For more information on OWC internal hard drive upgrades and to order, visit:

<http://eshop.macsales.com/shop/hard-drives/>

OWC - The Trusted Name in Mac Memory

OWC high quality, high performance memory upgrades are available **from 16MB up to 32GB for nearly every current and past Apple notebook and desktop computer manufactured during the past twenty years.** OWC's independent memory benchmarks testing on a wide variety of Mac computers consistently demonstrates having more memory provides higher real-world performance. OWC memory performance gains are even more apparent when using memory intensive applications, such as **audio/video, photo, 3D modeling, gaming and other applications**, where OWC memory upgrades offer the best performance for the investment.

OWC is an Apple Developer Connection Premiere member and OWC memory meets Apple's electrical and mechanical design requirements. OWC maintains an active state-of-the-art test lab to ensure the highest product quality and reliability. OWC Memory Upgrades provide a lifetime of high-performance, reliable operation, backed with a Money Back Guarantee and OWC's Lifetime Advance Replacement Warranty.

OWC also offers a full line of memory for upgrading nearly every Apple model made in the last two decades, including Mac Pro Xeon, iMac, PowerMac G3/G4/G5, Xserve, iBook, and PowerBook computers. The full OWC Memory line, as well as a compatibility guide which directs customers to the correct upgrades for each specific Apple model, can be found online at: <http://eshop.macsales.com/shop/apple/memory/>.

About Other World Computing (OWC)

Other World Computing (OWC) has been providing quality hardware products and support to the computer industry since 1988. The Illinois based company operates the popular e-commerce portal www.MacSales.com, which features one of the largest online catalogs of computer and iPod enhancement products, including Mercury, Neptune, and NewerTech acceleration, storage, and FireWire® product lines.

As a Premiere Level Apple Developer Connection member, OWC provides extensive US based technical support for Macintosh users around the world. OWC is also a strategic

partner with Axiotron and exclusive US distributor of the award winning Axiotron Modbook™.

OWC is the winner of numerous awards, including Computerworld Magazine's Top Green-IT Companies for 2008, BizRate's Gold Circle of Excellence for 2008, and the 2008 "Business Champion Award" from McHenry County Economic Development Corporation. The company's management umbrella includes leading Internet Service Providers www.fastermac.net and www.owc.net and is the leading technology employer as ranked by the McHenry County Business Journal. For more information, visit www.macsales.com.

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