

OWC ANNOUNCES NEW FASTER MERCURY INTERNAL SUPERDRIVES FOR APPLE MACBOOK 13" & MACBOOK PRO 15" NOTEBOOKS

**Faster, More Options than Factory
Burn DVD, DVD-RAM, DVD-DL up to 8X, CDs up to 24X
Upgrade MacBook/MacBook Pros with latest optical drive performance & features**

April 30, 2009, Woodstock, IL -- Other World Computing (OWC®) <http://www.macsales.com>, a leading Mac and PC technology company, announced today **new OWC Mercury SuperDrive Internal Upgrade Kits for MacBook 13" and MacBook Pro 15" notebook computers**. The new OWC Mercury SuperDrives offer **faster burn speeds than factory – up to 8X DVD, 6X DVD-DL (Dual-Layer 8.5GB), 5X DVD-RAM, and 24X CD burn speeds with support for DVD+/-R/RW, DVD+/-R DL (Dual-Layer), DVD-RAM, and CD-R/RW media**. OWC Mercury SuperDrive Upgrade Kits add **the fastest optical drive performance available** to new and existing MacBook/MacBook Pro notebooks.

“The new OWC Mercury SuperDrive Internal Upgrade Kits offer faster read/write performance than our previous upgrade kits, as well as burning several media types (including the widely popular Dual Layer DVDs) faster than the factory installed drive,” said Larry O’Connor, President, Other World Computing. “Whether you have an original MacBook or MacBook Pro from 2006 or a non-“Unibody” from 2008, our Mercury SuperDrive Kits will make your Mac’s optical drive provide higher performance and more media support too.”

New OWC Mercury SuperDrive Internal Upgrade Kits for MacBook and MacBook Pro notebooks available immediately:

- **OWC Mercury SuperDrive Dual-Layer Internal Drive Kit for MacBook 13" and MacBook Pro 15" (Non-“Unibody”):** features up to 8X DVD+/-R burn, 6X DVD-R DL burn, 5X DVD-RAM, 24X CD-R burn, and 1 year OWC warranty. **Priced at \$147.99.**
- **“Value Bundle”** of this same SuperDrive Kit, **priced at \$159.99**, also includes 10 pieces of 8X DVD-R media in jewel case, Prosoft Data Backup 3 software, and NTI DragonBurn CD/DVD authoring software.

The new OWC Mercury SuperDrive Internal Upgrade Kits **have been fully tested for compatibility** with Apple and Windows built-in and third party DVD/CD tools and players, including Apple iTunes, Apple Disc Burner, Apple iDVD, Apple DVD Studio Pro, EMC Retrospect Express, NTI DragonBurn, Roxio Toast, Roxio Easy Media Creator, and Nero Burning. Printed instructions and online installation videos show how easy it is to install and use OWC Mercury SuperDrives.

For more information on the new OWC Mercury SuperDrive Upgrade Kits for the specific Apple notebook model you have, visit: <http://eshop.macsales.com/shop/optical-drives/superdrives/>

SuperDrive Upgrades for Almost Every Mac Desktop, Tower, & Notebook Introduced in the Last Decade – Priced Starting at \$28.99

In addition to the new SuperDrive upgrades for MacBook 13" and MacBook Pro 15" notebooks announced today, OWC also offers internal and external SuperDrive upgrades for nearly every Mac desktop, tower and notebook computer introduced over the last decade, including **Mac Pro, PowerMac G3/G4/G5, iMac G4/G5, Mac mini, eMac, PowerBook G4 Titanium 15", PowerBook G4 12/15/17" Aluminum, and iBook G4**. If you would like to upgrade from a factory-installed CD, CDRW, and/or DVD read-only drive; replace a slower or inoperative SuperDrive; or expand drive capabilities, OWC has the best solutions **with prices starting at \$28.99 for Internal SuperDrives and \$69.99 for External FireWire+USB 2.0 SuperDrives**. OWC SuperDrive upgrades feature faster read/write DVD, Dual-Layer DVD, and CD burn speeds up to **22X for DVDs and 48X for CDs**. In addition to support for DVD+/-R/RW, CD-R/RW, DVD-DL formats, OWC SuperDrives are also available with new features, including support for **Blu-ray, LightScribe laser labeling, DVD-RAM, and more**.

Rebates up to \$25 for Old Optical Drives

OWC offers rebates of up to \$25 to users who send in any older working Apple or Apple compatible optical drive after upgrading to a new, faster SuperDrive purchased from OWC. Complete rebate details are available at: <http://www.macsales.com/rebatecenter>.

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, iPod®, and iPhone® enhancement products, including Mercury, Neptune, and NewerTech® acceleration, storage, and FireWire® product lines.

OWC is a Premiere Level Apple Developer Connection member and 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, see www.macsales.com