



For Immediate Release

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Apple Selects Texas for APPLE USA Customer Support Center

AUSTIN, Texas—September 18, 1991—Apple Computer, Inc. announced today that it plans to locate the Apple USA Customer Support Center in Austin, Texas.

"Customer support is becoming one of the most important battlegrounds for computer differentiation in the 90s and beyond," said Bob Puette, president Apple USA. "As Apple expands the role of customer service and support, we feel that Austin will be an excellent location for our U.S. Customer Support Center."

In addition, Apple USA will locate a new 60 to 80-person Module Repair Center in Fountain, Colorado. The Repair Center will repair computer components, such as circuit boards. The Module Repair Center will be located at Apple's manufacturing site in Fountain, Colorado, located 12 miles south of Colorado Springs. Apple purchased the Fountain site in March 1991.

The Austin site, which will employ more than 300 people by the end 1992, will be the home of some of Apple USA's service and technical support functions, as well as certain corporate and field accounting functions. Although many Apple employees will have the opportunity to relocate to Austin, most positions are expected to be filled by recruiting from the local community. Today's announcement is contingent on the Austin City Council and City Commissioner's Court granting Apple Computer, Inc. certain tax abatements which have been promised.

Apple is currently reviewing several site alternatives in the Austin area, but has not made a final site selection at this time. The site is expected to open in mid-1992. The director of the Customer Support Center has not yet been named.

"Apple and Texas are a perfect match," said Texas Governor Ann Richards. "Apple is the kind of company we want in Texas. Apple is good for families and the environment. Their innovation and cutting edge technologies have made them a world leader and now they will become part of our Texas family."

Austin was selected after Apple conducted a comprehensive search of several cities throughout the United States.

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GREATER AUSTIN CHAMBER OF COMMERCE

APPLE PRESS CONFERENCE ATTENDEES

Mr. Bob Puette - President, Apple USA

Mr. Jim Forquer - Director of Operations, Apple USA

Mr. Ken Ratcliffe - Vice President, Finance and Distribution, Apple USA

Mr. Jerry Malec - Vice President, Southern Operations, Apple USA

Mr. Bill Keegan - Senior Public Relations Manager, Apple USA

Mr. Jackie Robinson - Manager, Government Affairs, Apple Computer Inc.

Mr. Bob Hecox - Senior Manager, Real Estate Department, Apple Computer Inc.

Mr. Terry Ryan - Senior Tax Manager, Apple Computer Inc.

Mr. Charlie Crouch - Business Manager, Facilities, Apple Computer Inc.