



Press release

Renaissance launches new one-stop web shop at YOOBEE.com

Auckland, 3 December 2010

Renaissance (NZX: RNS) has launched its first YOOBEE branded online store at nz.shop.yoobee.com.

The site reflects the ongoing introduction of the new YOOBEE brand, designed to bring the Renaissance business units together including Magnum Mac, StudentIT and Insite. The YOOBEE web shop replaces the MagnumMac online store, and offers an extended range of products, training courses and services for consumers, businesses and creative professionals, making it a one-stop shop connecting tools, training and support for New Zealand's creative community. The YOOBEE web shop will eventually replace other Renaissance customer purchasing portals, bringing them all into a common platform.

The YOOBEE Web Shop provides a full range of Apple products including computers, mobile devices, and a large range of peripheral brands providing the best in printers, audiovisual equipment, storage solutions and bags.

"The YOOBEE Web Shop is a significant development in our online offering," says Greg Elisara, Director of Online at Renaissance.

"It is a further step in our goal of creating a sense of community by seamlessly integrating our web presence into the wider creative space. This means that people can have at their fingertips tools to unleash their creativity."

"The site not only has a large range of products, but for the first time ever can also offer our customers the opportunity to purchase technology training and services through the one site. We have brought together the best technology brands, products and service capabilities into one easy-to-use online store."

Training courses involve tuition on Apple and Adobe applications designed to support creative disciplines – video, photography, writing, music, and design. Introductory courses are available in prebuilt or customised formats.

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Renaissance is an Adobe Authorised training centre and is the only authorised Apple Training Centre in NZ that can teach Apple's Certified IT Pro and Creative Pro courses.

"Customers can also purchase expert technology services, that can be fulfilled either by taking a computer into one of our physical MagnumMac stores, or by having one of our technicians come to their own home. Services include technology installation assistance, data transfer services, technology health checks and technology consultations for small and medium businesses," said Elisara.

ENDS

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About Renaissance

The Renaissance Group enables creativity in nearly all facets of the digital economy in New Zealand. Renaissance's activities extend into technology distribution and retail, serving the ICT needs of educational institutions; technical service and support; training; network infrastructure design and application development; assembling PCs and servers; and vocational education.

The Renaissance distribution business provides brand management for a number of well-known, high-quality vendors, and has represented Apple in New Zealand for over 25 years. The company also runs MagnumMac, the largest Apple specialist retail chain in New Zealand, and on-campus retail chain, StudentIT.

www.renaissance.co.nz

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