



## Press release

### Renaissance informs market of Apple Distribution Agreement

**Auckland, 28 September 2010:** Further to our announcement on the 8th September we have today been informed by Apple that it has completed its assessment of the NZ market and will be appointing an additional distributor for its Apple range from October 1st.

This decision does not affect the current relationship between Apple and Renaissance and the distribution agreement between Apple and Renaissance continues unchanged.

Richard Webb, Chief Executive Officer of Renaissance Group, says: "We have a strong and productive relationship with Apple and our performance in the market has resulted in quarter on quarter market share improvements over the past year."

In addition to its distribution agreement with Apple, Renaissance provides a comprehensive range of 52 brands of computer hardware and software, peripherals, custom mobile application development, large scale enterprise application platforms. Renaissance also offers, a world class on and offsite 24 x 7 support capability, training and certification programmes and vocational education through its wholly owned Natcoll subsidiary.

These products are distributed to channel resellers and retailers and through Renaissance's direct, enterprise, education and government sales channels. Renaissance also has 11 Consumer electronic stores under the brands of MagnumMac and Student IT, as well as an online MagnumMac store.

"We believe our offering positions us uniquely in the market to meet our client's needs and provides a great platform for continued profitable growth," says Webb.

"We have not been an exclusive distributor for Apple since 2006, so we do not expect this latest development to significantly impact on our business. Renaissance will continue to compete in the New Zealand marketplace. We believe in choice and competition and our profitable diversification along with our exciting plans for the future, reflect how we are well-positioned for the new plans Apple has to harmonise its distribution strategy in New Zealand."

~Ends~

#### For further information contact:

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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.

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