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## **Tekserve Refreshed: Beloved NYC Apple Specialist Unveils Redesigned Store Featuring a Fresh Layout and Enhanced Service Options**

***Commemorates redesign with one-time only deals all month long***

**New York – June 1, 2011** – Tekserve, New York’s largest independent Apple retail store and service provider, presents a fresh new look and layout June 3<sup>rd</sup>.

The store redesign will allow Tekserve to continue providing its premier services while presenting customers with new options for faster and more efficient service, and the opportunity to test a multitude of additional Apple products.

A go-to destination in New York City for customers with technology needs for nearly 25 years, Tekserve has undergone major renovations in its 25,000-square-foot store to pave the way for a superior customer experience.

A more open and streamlined layout makes the store easier to navigate and gives customers more access to demo stations than ever before. An increased number of Specialists will be available on the floor to address customer needs and requests.

Additionally, with Tekserve’s enhanced While-You-Wait service, customers no longer have to drop off their machines and devices for certain repairs. Many services, including memory upgrades and hard drive fixes, can now be completed as customers browse the store, allowing them to leave with a repaired machine that same day.

“We always strive to create a welcoming and inviting atmosphere for our customers, while providing top-notch support and products that meet their needs,” said Kevin Hart, CEO of Tekserve. “We’re thrilled to offer a new aesthetic at Tekserve that retains the charm of our brand as we continue to provide outstanding service.”

While this redesign lends a new look and feel to the store, Tekserve has stayed true to its local roots and distinctive character. The new design features custom furniture made of wood reclaimed from the Coney Island Boardwalk, historic Apple computers and devices, vintage radios and even a working antique ten-cent Coke machine.

To commemorate the redesign, Tekserve is running a series of celebration deals for one month from June 3<sup>rd</sup> to July 3<sup>rd</sup>. The promotion includes the following offers:

- Free Tekserve USB flash drive with purchase over \$50
- Buy an iPod nano, get a \$30 Tekserve gift card
- Buy any iPad, iPhone or iPod and get a free protective case from Sonix
- 80% off Brenthaven MetroLite backpack in red for MacBook Pro 15" - Only \$16 (reg. \$80)
- 50% off Canon PIXMA iP2702 photo inkjet printer - Only \$25 (reg. \$50)
- 50% off Hammerhead Hard Shell cases for iPad 2 - Only \$20 (reg. \$40)
- 50% off Griffin TuneBuds earbuds - Only \$10 (reg. \$20)
- Elgato EyeTV Hybrid TV Tuner for \$99 (reg. \$149)
- G-Tech 500GB G-Drive Mobile in white for \$79 (reg. \$99)
- Free Glyph 250GB PortaGig50 with purchase of Avid MBox or MBox mini with Pro Tools 9
- Watch for additional deals coming soon!

### **About Tekserve**

Tekserve is New York's largest independent Apple store and service facility. Tekserve has been serving the local New York City community for nearly 25 years, offering the newest family of Macs, iPods, iPads and iPhones, plus the City's best selection of accessories, cases, bags, and gear. Tekserve also offers while-you-wait configuration; service and repairs; mobile broadband service; software; professional audio, video, and graphic solutions; rentals; seminars; training; data recovery; on-site service; and good advice.

For more information, visit [www.tekserve.com](http://www.tekserve.com) or call (212) 929-3645.