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MACWORLD AND ASPYR MEDIA CO-HOST EIGHTH ANNUAL MACBOWL COMPETITION TO BENEFIT SAN FRANCISCO PUBLIC SCHOOL

Elite Mac industry companies battled for the top bowling spot while collaborating for a worthy common cause.

SAN FRANCISCO, CA - January 18, 2008 – Last night Macworld and Aspyr Media co-hosted the eighth annual MacBowl, a Mac industry bowling competition and charity event with all proceeds going towards building a computer lab in a San Francisco public elementary school. Mac industry companies gathered at Yerba Buena Bowl, competed for top MacBowl honors, and raised over \$23,000 in cash and computer products for Yick Wo Elementary School in San Francisco's North Beach district.

Competing companies included Ambrosia Software, Apple, CCP, Elgato Systems, Freeverse, Logitech, Microsoft, Other World Computing, Roxio, and Smith Micro Software.

"At Yick Wo Elementary we're always looking for creative ways to provide the best education for our students," said Yvonne Chong, principal at Yick Wo Elementary School, who was on hand to receive the ceremonial check. "We're thrilled and grateful to the MacBowl sponsors for providing us with the means to secure the technology necessary to update our school's computer lab. Technology has had a dramatic impact on learning and we know our students will eagerly use these new tools. Thank you, MacBowl!"

Added Mike Kisseberth, president and CEO, Macworld, "The MacBowl allows us to roll up our sleeves and get to work helping San Francisco school children across the digital divide. We see the power of technology every day and this event provides a way for us to both get together with the Mac community and to make a real difference in a local elementary school."

"Our annual trips to Macworld are meaningful in so many ways but there is nothing we look forward to more than our participation in MacBowl," said Michael Rogers, president and CEO, Aspyr Media. "We feel privileged to once again work with the amazing and generous people in the Mac community to help make a positive impact on the lives of children in the Bay Area."

Once again the winner of the annual MacBowl competition was Microsoft, taking home the coveted MacBowl trophy for the fourth year in a row.

In the previous seven years, San Francisco's public schools have received nearly \$150,000 in high-end Mac computers, software, and peripherals through the generous support of MacBowl participants. These sponsorships make possible the realization of the fundraising goal, and thus the establishment of an annual program that helps students receive access to the latest and best technologies.



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