

No one understands
an Apple product as well as
an Apple professional.

Should your Apple equipment need repair, the job will be done by the people who understand Apple products best: Apple-trained technicians. They're the experts in servicing Apple equipment, and they use only genuine Apple parts.

So you're assured of fast and knowledgeable service every time.

With AppleCare, you enjoy protection in two ways. You avoid unexpected expenses, and you have the peace of mind of knowing that your computer system will always be in the best possible hands.

Apple Care®



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AppleCare.

A small investment
to protect your big
investment.



Getting peace of mind has never been easier.

Because you're the owner of an Apple® product, we'd like to offer you something very special to go along with it.

That's the protection of AppleCare®. The only extended service plan backed by Apple.

For a reasonable yearly fee, AppleCare lets you enjoy a very special kind of security. Should you need a repair for your Apple product, you won't have to search for the right people to fix it. You won't have to wonder if they're really qualified, or whether they'll use the best available parts. And you won't have to worry about how much it will cost you.

Instead, all you'll have to do is take your equipment to any authorized Apple

dealer. Unlike other computer service contracts, AppleCare provides you with service nationwide at more than 2,000 locations. Even if you move or are on the road, you're always within reach of quality service.

The repairs will be done by Apple-trained professionals who know your Apple product from top to bottom. They'll use only genuine Apple parts. Which means you'll get the excellent service you want for your computer system.

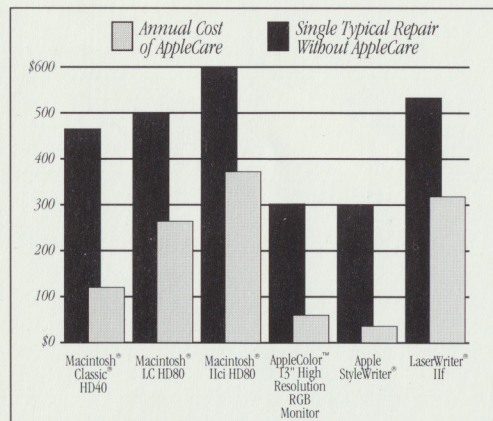
And the costs—both parts and labor—will be completely covered by your annual AppleCare fee.

With AppleCare, you can budget for computer system repair in advance. So you can enjoy the benefits of Apple technology without the possibility of unexpected repair costs.

The right coverage for your Apple equipment.

When an Apple product is covered by AppleCare, the protection is comprehensive. For the term of your agreement, we'll fix anything that might go wrong due to defects in materials or workmanship.

And AppleCare is flexible enough to meet the individual needs of any Apple product owner.



As you can see, the price of AppleCare is less than the cost for a single typical repair for most Apple products.



You tell us how long you want your coverage to last.

You choose which Apple products you want included. You can enjoy AppleCare for Apple II and Macintosh® computers as well as for Apple monitors, printers, scanners, and other peripherals. It's available for all new and most older products.

If you sell your equipment, AppleCare can be transferred to the new owner.

The price for AppleCare is as right as everything else about it. In fact, a full year of coverage costs less than a single typical major repair.

Just mail or call.

If you have an Apple product that's still under its original one-year limited warranty, then you have "favored status" with respect to AppleCare.

It means that you can sign up for AppleCare coverage without having to take your equipment to an authorized Apple dealer for a diagnostic checkup.

The same is true if you're presently an AppleCare customer, as long as you renew before your current agreement expires.

So act now, and get AppleCare when it's easiest to get. And there won't be a moment's gap in your protection.

All you have to do is mail back the enclosed order form. Or, if you prefer, you can call the toll-free number shown there.

If you're like most Apple product owners, few tools are as important to you as your computer system. That's why AppleCare is one of the most important things you can do to preserve your peace of mind.