

New Website Provides Best Mac Software at Best Prices

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MacEase Software is pleased to announce that it has worked with Kagi to create TheMacBundles.com. TheMacBundles.com combines a unique cooperative marketing model and very low order processing fees to create a win-win situation both for developers and for consumers: Developers receive an equitable distribution from the sale of their software while consumers get the lowest prices available for great programs.

Berkeley, CA - MacEase Software is pleased to announce that it has worked with Kagi to create a new model for marketing software that represents a win-win situation both for developers and for consumers: Developers receive an equitable distribution from the sale of their software while consumers get the lowest prices available for great programs.

Usually, relatively small developers of shareware and commercial software rarely get significant access to the retail channel. And when they do have an opportunity to get widespread exposure for their software, often it's at the cost of receiving only a miniscule percentage from the proceeds generated from the sale of their programs.

This creates an inequitable situation for developers that both stifles continuing development of existing software and discourages the creation of innovative new software. Consumers also lose because reduced competition leads to higher prices and reduced development leads to fewer and less innovative software options.

Bundles on the TheMacBundles.com will contain only highly regarded software (often, award-winning software) - there will be no "filler" titles in the bundles. Also, each bundle will contain only the latest version of each title and new bundles will be offered on a regular basis.

Because part of the goal of TheMacBundles.com is to provide an opportunity to introduce high quality but lesser-known titles to as many consumers as possible, each bundle will be available for only a short period of time - generally only two or three weeks - and the same programs usually will not be offered more than once a year.

Especially in these difficult economic times, it's important for consumers to get the best value for their dollar and for developers to receive a fair payment for their work: TheMacBundles.com eliminates the middlemen and brings consumers and developers together to their mutual benefit. In advance of the launch of the first bundle, a Mission Statement has been posted on TheMacBundles.com.

TheMacBundles:
<http://TheMacBundles.com>

MacEase:
<http://www.MacEase.com>

Steve Becker, the owner of MacEase, has been developing freeware and shareware for the Macintosh since 1997. The software from MacEase specializes in collecting, saving, organizing and printing information. The focus at MacEase is to develop software that extends the capabilities of the user's computer, improves workflow and productivity, and enhances the user experience.

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