

## **TheMacBundles Announces New Weekly Specials that Begin on August 10th**

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TheMacBundles today is pleased to announce that its weekly specials for the current week are Tidy Up! and Crossword Forge. Indicative of the unprecedented value that TheMacBundles brings to consumers, this is the first time that the popular and highly rated Tidy Up! utility ever has been offered at a discounted price! Additionally, people who order one of the weekly specials will receive an immediate \$5 discount off of the already low price of the August bundle.

Berkeley, CA - MacEase Software is pleased to announce that TheMacBundles is continuing its new program of weekly offerings of high quality standalone titles at the lowest prices available anywhere. TheMacBundles' new marketing model for bundles has brought unprecedented value to consumers while also returning to developers an exceptionally high percentage of the revenue produced by the sale of their software. TheMacBundles is bringing the same philosophy to the marketing of standalone titles.

TheMacBundles has received widespread praise from journalists, Mac users, and software developers for its unique marketing model. When selling standalone titles, TheMacBundles:

- \* Eliminates the middlemen which results in a better value for consumers and more revenue being provided to the developers that created the software
- \* Includes only the latest version of the titles that it sells
- \* Sells only titles that are premium quality software
- \* Provides only programs which include the same level of support and the same reduced price for upgrades that apply to users who paid the full retail price for the software
- \* Sells the titles at the lowest prices available anywhere

Starting on August 10th, for one week the highly rated Tidy Up! and Crossword Forge programs will be available at a large discount off of their regular prices. Further, we are proud to have been chosen by Hyperbolic Software to be both the first and the only business that is authorized to sell its popular Tidy Up! utility at a discounted price!

Additionally, any user that purchases either program will receive a \$5 discount off of the already low price of the August bundle if they order the August bundle at the same time. To make it easy for users to stay informed about the latest special offerings, they can sign up on TheMacBundles' homepage for a new opt-in mailing list.

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

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

Steve Becker, the owner of MacEase and founder of TheMacBundles, 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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