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**Press Release:**

**Reliable Computers & Consulting, Inc. is closing all 3 locations.**

Friday afternoon, RCC computers announced that effective April 7, 2006, Reliable Computers of Rockport, Belfast and Bangor Maine will be closing all 3 computer service locations indefinitely.

President and Founder of RCC, Royce Cokinis of Rockport said "it is with great remorse and sadness that after more than 15 years of excellent computer service and sales to our community, due to circumstances beyond our control we no longer can continue to stay open for our customers. We have always had the most qualified and superior staff and it is tremendously sad for me to have to see them go."

Apple Computer's relationship with its dealers has changed dramatically over the last couple of years making it impossible to stay in business as a small company. Apples decision to open their own retail stores, the difficulty with Apples new policy on product allocation, the elimination of profitable programs such as the Apple Education Agent Program, Apples reduction in retail margins and their lack of price protection on inventory combined with Apple's direct competition with it's dealers have all lead RCC and many many other Apple dealers to have to rethink staying in business. A lawsuit in California against Apple by several dealers was the start of many successful Apple resellers going out of business.

RCC restructured it's business to not include retail sales in January of 2005 at which time RCC noticed a positive turn around in business profitability and RCC was able to refocus on it's outstanding services and Educational customers. The restructuring would have allowed for a pay down plan to creditors that would have satisfied a debt reduction in a timely fashion. Royce Cokinis stated "A major portion of that pay down plan was based on commissions from Apple's Education Agent program, of which RCC was one of only 15 participants nationwide. Unfortunately after Apple terminated the Agent program with a simple letter and refused to take phone calls to explain this in 2005. This change in Apples approach resulted in RCC not being able to satisfy the pay down plan in place to appease creditors. Cokinis says "now I wish I had not put all my apples in one basket."

Reliable computers began as a small, one person, consulting business more than 15 years ago. It grew to include over 25 employees at its peak of sales and service. RCC has won several community recognitions such as Camden, Rockport, Lincolnville Chamber of Commerce Small Business Development Award, Apple Specialist Growth and Achievement Award, Midcoast Maine's Best of the Best "Computer Service Award" for 3 years straight, etc. Cokinis says "these awards were flattering and were nice acknowledgements of RCC's efforts but it was always the incredibly positive and overwhelming amount of customer testimonials that made it all worth it."