

Other World Computing

December 2005 Fact Sheet

Where the company started:

Other World Computing (OWC) opened its doors in 1988 at Larry O'Connor's home in the town of Marengo, Ill., approximately 65 miles northwest of Chicago. Then 14, the young entrepreneur began providing a printer ribbon re-inking service to several small businesses in the area. The business moved into its own office space in nearby Woodstock, Ill., in 1990 and expanded to offer a variety of hardware and services to a small, but growing community of Apple Computer users. Since its early days, OWC has grown into a \$35 million dollar enterprise providing Macintosh products, services and support to hundreds of thousands of loyal customers around the world.

Where the company is today:

Other World Computing has remained loyal to its roots in Northwest Illinois, moving from O'Connor's garage to a 10,000-square-foot facility 13 miles away where the company handles warehousing and order processing for several thousand unique products. Those products include OWC's own line of hardware products sold under the **Mercury™** and **Neptune™** brands. The company currently employs more than 60 full-time people, making it the largest technology services employer in McHenry County, according to *The Business Journal* in Crystal Lake, Illinois. O'Connor remains the company's president and chief executive officer.

What the company offers:

OWC currently operates a popular online e-commerce store specializing in Macintosh upgrade and expansion products, provides nationwide dial-up and DSL Internet services and continues to develop its own line of Macintosh hardware products.

- **MacSales.com:** *MacSales.com* is OWC's flagship Web site and one of the leading Macintosh e-tailers on the Web, featuring thousands of computer upgrade and expansion products for the Macintosh user. OWC also owns and operates **MemoryHQ.com** and **FasterMacs.com**, which are stores within *MacSales.com* specializing in the sale of memory for all makes and models of computers, as well as acceleration products. *MacSales.com* also features an online tech center, where users can find online documentation and support for a variety of Apple and OEM products.
- **Mercury™ Brand:** In addition to selling and supporting products from various hardware manufacturers, OWC assembles and sells its own line of hardware products under the *Mercury™* brand. The products include accelerators, hard drives, CD/CD-R/CD-RW and DVD/DVD-R/DVD-RW drives, memory, FireWire accessories, storage device enclosures and leather accessories. OWC is an Apple Certified Developer.
- **Neptune™ Brand:** Under its *Neptune™* brand, OWC offers FireWire storage solutions featuring top-quality components and performance at reasonable prices - "value done right."
- **XPostFacto:** In partnership with Ryan Rempel, OWC released *XPostFacto*, a free application designed to allow pre-G3 Macintosh computers the ability to install and boot Macintosh's latest operating system, Mac OS X. The company provides complete details and support information for *XPostFacto* at its OS X Center on *MacSales.com*.



Other World Computing - Serving the Mac universe since 1988

visit: macsales.com toll free: 800.275.4576

OWC
www.owcomputing.com

- **OWC.Net:** OWC has offered dialup Internet services since 1997. *OWC.net*, a division of OWC, offers a complete line of Internet services, including unlimited local v.92 dial-up Internet access, DSL services, Web site design and hosting, graphic design and e-commerce solutions.

- **FasterMac.Net:** OWC launched *FasterMac.Net* in March 2003. It was created as a Macintosh-only Internet service that provides nationwide 56K dialup access. Noted for its easy setup and reliable service in addition to extremely affordable prices, *FasterMac.Net* makes it simple for Macintosh owners to finally get the tailored service and support they need.

Other World Computing Customers:

With its focus on Macintosh products and services, the company supports loyal brand users and receives purchase requests and support queries from a variety of users around the world. Following is a breakdown of OWC's target markets:

- 40% government and education,
- 30% Macintosh consultants,
- 20% end users, and
- 10% resellers.

Headquarters:

1004 Courtaulds Dr.,
Woodstock, IL 60098
800-275-4576

Management:

- Larry O'Connor, president and CEO
- Jennifer Soule, sales manager
- Jim Hamilton, OWC.NET/network operations
- Ron Hall, inventory/purchasing manager
- Barb Witek, accounting manager
- Ryan O'Connor, warehouse manager
- Jamie Dresser, product support manager
- Ben Priest, customer service manager
- Jen Schaumburg, public relations manager
- Rikki Lee Travolta, public relations specialist

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