



iQue Repair Responds to \$5.9 Billion Casualty Report with iPhone® 5 Unlimited Repair, No Deductible Protection Plan

iQue Repair, a leader in the iPhone®, iPad® and iPod® repair industry and one of Utah's fastest growing businesses, unveiled its Unlimited Repair, No Deductible iSmart Elite protection plan for the new iPhone® 5 recently released by Apple®.

Salt Lake City, UT, September 2012 – iQue Repair, www.iquerepair.com, recently interviewed on [ABC Channel 4's Daily Dish](#) program and finalist in this year's [Grow America Springboard Competition](#), announced today that their [iSmart Elite](#) plan now covers the new iPhone® 5.

iQue Repair owner, K.C. Kelly explained, "It was reported this past week that consumers paid more than \$5.9 billion on iPhone repairs in America since the first-generation smartphone was released in 2007 and that 30 percent of Apple consumers had damaged their iPhone in the past 12 months alone."

Kelly continued, "Early on, we recognized the strong demand signal for more affordable repair services from Apple® consumers and iSmart Elite is our response to that demand. Essentially, under the iSmart Elite plan, you deliver your device to an iQue Repair facility and the repair is on us. We want you to know that repairing your iDevices is a real and viable option."

Morgan McKell, iQue Repair co-owner added, "We're very excited about Apple's recent release of the iPhone® 5 and wanted to extend our most popular protection plan to the proud new owners from the start. iSmart Elite is a one of a kind plan for the peace of mind you deserve."

He continued, "Only one week after iPhone® 4S and The New iPad® (iPad 3®) were delivered, we saw our first repairs. We understand that accidents happen in every way imaginable and iQue Repair's affordable, same day repair services were designed for connected, on-the-go, Apple® users like you and me."

McKell explained, "We think the report's 30 percent repair estimate is high and though we've repaired thousands of devices over the past year, our statistics indicate iPhones are doing much better than what that report would have you believe. Our iSmart Protection plans reflect our confidence in the continued quality of Apple® products."

iQue Repair specializes in Apple product repairs and is home of iSmart Protection extended warranties for individuals, corporations, schools and school districts. The iSmart Elite protection plan is available nationwide through iQue's mail-in service.

Kelly concluded, "Though iQue Repair is not affiliated with Apple, Inc., we share a common vision for providing quality products and services. However, when things do go wrong, we'd like you to think repair, not replace. To this end, we offer free diagnostics to determine the best way to restore your technology to its fullest potential."

iPhone®, iPod® and iPad® are registered trademarks of Apple, Inc. iSmart Protection and iSmart Elite are Trademarks of iQue Repair, LLC. iQue Repair is a member of the Utah Technology Counsel. Please contact David at iQue Repair for iSmart Protection plan inquiries at 855-IQUERPAIR or visit our website at www.ismartprotection.com to purchase your plan today.



iSMART™ PROTECTION PLANS

www.iQueRepair.com

855-IQUERPAIR

www.iSmartProtection.com

Layton / Ogden
711 North Main
Layton UT 84041
801-896-4349

Midvale / Salt Lake City
7231 South 900 East
Suite 300
Midvale, UT 84047
801-508-4349

Jordan Landing
3781 Center Park Drive
Suite 130
West Jordan, UT 84084
801-896-4783

American Fork / Lehi
945 West 500 North
Suite 100
American Fork, UT 84003.
801-872-4349

Provo / Orem
2255 N. University Pky
Suite 35
Provo, UT 84604
801-609-4349