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PRESS RELEASE

July 14, 2008

iPhone App Store Downloads Top 10 Million in First Weekend

CUPERTINO, California—July 14, 2008—Apple® today announced that iPhone™ and iPod® touch users have already downloaded more than 10 million applications from its groundbreaking new App Store since its launch late last week. Developers have created a wide array of innovative mobile applications ranging from games to location-based social networking to medical applications to enterprise productivity tools. Users can wirelessly download applications directly onto their iPhone or iPod touch* and start using them immediately. More than 800 native applications are now available on the App Store, with more than 200 offered for free and more than 90 percent priced at less than \$10.

"The App Store is a grand slam, with a staggering 10 million applications downloaded in just three days," said Steve Jobs, Apple's CEO. "Developers have created some extraordinary applications, and the App Store can wirelessly deliver them to every iPhone and iPod touch user instantly."

Many of these amazing new applications take advantage of iPhone's large display, Multi-Touch™ user interface, fast hardware-accelerated 3D graphics, built-in accelerometer and location-based technology to bring far more powerful applications to the mobile arena than ever before.

The App Store on iPhone works over cellular networks and Wi-Fi, which means it is accessible from just about anywhere, so users can purchase and download applications wirelessly and start using them instantly. Applications are free or charged to the user's iTunes® account and the App Store notifies the user when updates are available for their apps. The App Store is also available in iTunes (www.itunes.com) running on a Mac® or PC, which syncs applications to the iPhone or iPod touch using a USB cable.

*Requires downloading software update sold separately for \$9.95.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-

winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market with its revolutionary iPhone.

Press Contacts:

Jennifer Bowcock
Apple
jennifer.b@apple.com
(408) 974-9758

Simon Pope
Apple
simonp@apple.com
(408) 974-0457

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