

iTunes Store Tops Two Billion Songs

50 Million TV Shows & Over 1.3 Million Movies Sold

MACWORLD SAN FRANCISCO—January 9, 2007—Apple® today announced that more than two billion songs, 50 million television episodes and over 1.3 million feature-length films have been purchased and downloaded from the iTunes® Store www.itunes.fi, making it the world's most popular online music, TV and movie store.

"iTunes has crossed another major milestone by selling over two billion songs—with over a billion of them sold in the last year alone—making it by far the world's most popular music store," said Steve Jobs, Apple's CEO. "And by selling 50 million TV shows and over 1.3 million movies to date, iTunes is already the largest online video store in the world as well."

The iTunes Store now features the world's largest catalog by far with over four million songs, 250 feature films, 350 television shows and over 100,000 podcasts. Beginning today, iTunes has added more than 100 movies from Paramount Pictures priced at just \$9.99 including "School of Rock," "The Italian Job," "Mean Girls," "Zoolander," "Coach Carter," "Lemony Snicket's A Series of Unfortunate Events," "Lara Croft Tomb Raider: The Cradle of Life," "Chinatown" and "Breakfast at Tiffany's."

The world's most popular music jukebox, iTunes 7 delivers stunning features such as the new album and Cover Flow views of music, TV shows and movies, enabling users to quickly find titles in their library as well as casually browse through and re-discover titles they already own. Videos purchased from the iTunes Store are downloaded in near-DVD quality at a resolution of 640 by up to 480, depending on the content's aspect ratio. And now with Apple TV, you can wirelessly play all your favorite iTunes content from your Mac® or PC, including movies, TV shows, music, photos and podcasts on your widescreen TV.

With Apple's legendary ease of use, pioneering features such as integrated podcasting support, iMix playlist sharing, seamless integration with iPod and groundbreaking personal use rights, the iTunes Store is the best way for Mac and PC users to legally discover, purchase and download music and video online.

Pricing & Availability

iTunes 7 for Mac and Windows includes the iTunes Store and is available as a free download from www.itunes.fi. Purchase and download of content from the iTunes Store for Mac or Windows requires a valid credit card with a billing address in the country of purchase. Television shows and feature films are available in the US only, and video availability varies by country. Games are available for download in the 22 countries in which iTunes operates and play on the fifth generation iPod®. New release feature films are \$14.99 (US) each and other feature-length films are \$9.99 (US) each, television shows are \$1.99 (US) per episode, music videos and short films are \$1.99 (US) each and games are €4.99 each.

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 desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online store.

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