

iTunes Store Tops 10 Billion Songs Sold

CUPERTINO, California—February 25, 2010—Apple® today announced that music fans have purchased and downloaded over 10 billion songs from the iTunes® Store (www.itunes.com), the world's most popular online music, TV and movie store. The 10 billionth song, "Guess Things Happen That Way" by Johnny Cash, was purchased by Louie Sulcer of Woodstock, Georgia. As the winner of the iTunes Countdown to 10 Billion Songs, Louie will receive a \$10,000 iTunes Gift Card. iTunes is the number one music retailer in the world and features the world's largest music catalog with over 12 million songs.

"We're grateful to all of our customers for helping us reach this amazing milestone," said Eddy Cue, Apple's vice president of Internet Services. "We're proud that iTunes has become the number one music retailer in the world, and selling 10 billion songs is truly staggering."

The iTunes Store has a catalog of over 12 million songs, over 55,000 TV episodes and over 8,500 movies including over 2,500 in stunning high definition video. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod® and iPhone®, the iTunes Store is the best way for Mac® and PC users to legally discover, purchase and download music and video online.

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.

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