

## First Weekend iPhone Sales Top 10 Million, Set New Record

CUPERTINO, California—September 22, 2014— Apple® today announced it has sold over 10 million new iPhone® 6 and iPhone 6 Plus models, a new record, just three days after the launch on September 19. iPhone 6 and iPhone 6 Plus are available in the US, Australia, Canada, France, Germany, Hong Kong, Japan, Puerto Rico, Singapore and the UK and will be available in more than 20 additional countries on September 26. The new iPhones will be available in 115 countries by the end of the year.

"Sales for iPhone 6 and iPhone 6 Plus exceeded our expectations for the launch weekend, and we couldn't be happier," said Tim Cook, Apple's CEO. "We would like to thank all of our customers for making this our best launch ever, shattering all previous sell-through records by a large margin. While our team managed the manufacturing ramp better than ever before, we could have sold many more iPhones with greater supply and we are working hard to fill orders as quickly as possible."

iPhone 6 and iPhone 6 Plus are the biggest advancements in iPhone history, featuring two new models with stunning 4.7-inch and 5.5-inch Retina® HD displays, and packed with innovative technologies in an all-new dramatically thin and seamless design that is still comfortable to hold and easy to use. Both models are better in every way and include: the Apple-designed A8 chip with second generation 64-bit desktop-class architecture for blazing fast performance and power efficiency; advanced iSight® and FaceTime® HD cameras; ultrafast wireless technologies; and Apple Pay™, an easier way to simply and securely make payments with just the touch of a finger.\*

The new iPhones include iOS 8, the biggest release since the App Store™, featuring a simpler, faster and more intuitive user experience with new Messages and Photos features, predictive typing for Apple's QuickType™ keyboard and Family Sharing. iOS 8 also includes the new Health app, giving you a clear overview of your health and fitness data and iCloud Drive™, so you can store files and access them from anywhere.

Customers are encouraged to check the Apple Store® app or online to receive updates on availability and estimated delivery dates. Every customer who buys an iPhone 6 or iPhone 6 Plus at an Apple retail store will be offered free Personal Setup service, helping them customize their iPhone by setting up email, showing them new apps from the App Store and more, so they'll be up and running with their new iPhone before they leave the store. Customers can also learn more about iOS 8 and their new device through free workshops at all Apple retail stores worldwide. In the US, the new iPhones are also available through AT&T, Sprint, T-Mobile, Verizon Wireless, and additional carriers, and Apple Authorized Resellers including Best Buy, Radio Shack, Target and Walmart.

### Pricing & Availability

iPhone 6 comes in gold, silver or space gray, and is available in the US for a suggested retail price of \$199 (US) for the 16GB model, \$299 (US) for the 64GB model and, for the first time, a new 128GB model for \$399 (US) with a two-year contract\*\*. iPhone 6 Plus comes in gold, silver or space gray, and is available in the US for a suggested retail price of \$299 (US) for the 16GB model, \$399 (US) for the 64GB model and \$499 (US) for the new 128GB model with a two-year contract\*\*. Both models are available for sale from the Apple Online Store (www.apple.com), Apple's retail stores, and through AT&T, Sprint, T-Mobile, Verizon Wireless, and additional carriers, and Apple Authorized Resellers including Best Buy, Radio Shack, Target and Walmart. iPhone 6 and iPhone 6 Plus are available in the US, Australia, Canada, France, Germany, Hong Kong, Japan, Puerto Rico, Singapore and the UK.

iPhone 6 and iPhone 6 Plus will roll out worldwide to more than 20 additional countries on September 26, including Austria, Belgium, Denmark, Finland, Ireland, Isle of Man, Italy, Liechtenstein, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Qatar, Russia, Saudi Arabia, Spain, Sweden, Switzerland, Taiwan, Turkey and United Arab Emirates. iPhone 6 and iPhone 6 Plus will be available in 115 countries by the end of the year.

\* Apple Pay will be available to iPhone 6 and iPhone 6 Plus customers in the US as a free update to iOS 8 this October.

\*\* For qualified customers only. Check with your carrier for details.

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