

EXHIBIT 3

Getting Started with Amazon Appstore

Quickstart

Start using the Amazon Appstore on your Android device in a few simple clicks. Either watch the video to the right or follow the click-by-click guide below.



Click-by-Click Guide

You need to do this **only once for each device**. The clicks below should take less than 30 seconds.



- Browse**
- Popular Features**
- Test Drive Apps
- Bestsellers
- Top Rated Apps
- New Releases
- Free Apps
- Deals
- Free Amazon Apps
- Hot Links**
- Android 101
- Android Phones
- Android Tablets
- Categories**
- Books & Comics
- City Info
- Communication
- Cooking
- Education
- Entertainment
- Finance
- Games
- Action
- Adventure
- Arcade
- Board

started
download the Amazon Appstore:
smitheastman@howardrice.com
Learn more
on Xperia PLAY
through June 4, receive a \$10
Amazon Appstore credit with
purchase of an Xperia PLAY, the
PlayStation-certified phone.
at AmazonWireless
before You Buy
Try Wave Launcher to
customize how you browse
and launch apps. \$0.99
other apps
Out of Milk (Limited Edition)

- Android 101
- Android Phones
- Android Tablets
- Categories
- Books & Comics
- City Info
- Communication
- Cooking
- Education
- Entertainment
- Finance
- Games
- Action
- Adventure
- Arcade
- Board
- Cards
- Casino
- Casual
- Educational
- Kids
- Multiplayer
- Music
- Puzzles & Trivia
- Racing
- Role Playing
- Sports
- Strategy
- Health & Fitness
- Kids
- Lifestyle
- Magazines
- Music
- Navigation
- News & Weather



Click-by-Click Guide

You need to do this **only once** for **each device**. The clicks below should take less than 30 seconds.

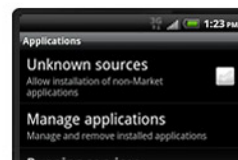
Click 1

Open your device Settings and click "Applications".



Click 2

If unchecked, click "Unknown sources". If "Unknown sources" is already checked, skip to Click 4.



Amazon Appstore credit with purchase of an Xperia PLAY, the first PlayStation-certified phone.

... at AmazonWireless

Before You Buy

Try [Wave Launcher](#) to customize how you browse and launch apps. **\$0.99**

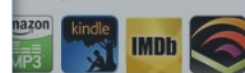
... other apps

Out of Milk (Limited Edition)

Save now on [Out of Milk \(Limited Edition\)](#) to keep your feature-rich grocery list handy without a subscription. **\$4.99**

... deals

Amazon Apps for Android



MP3, Kindle, IMDb Movies & TV, ... are available to download now.

Game Spotlight

Defend your home base from hordes of attackers with [HexDefense](#). HexDefense combines gorgeous special effects with classic "open

- Role Playing
- Sports
- Strategy
- Health & Fitness
- Kids
- Lifestyle
- Magazines
- Music
- Navigation
- News & Weather
- Novelty
- Photography
- Productivity
- Real Estate
- Reference
- Ringtones
- Shopping
- Social Networking
- Sports
- Themes
- Travel
- Utilities
- Web Browsers
- Featured Developers**
- Adobe
- Backflip Studios
- Evernote
- Gameloft
- GAMEVIL
- Glu Mobile
- Handmark
- PopCap
- Real Networks
- Rovio

Click 2

If unchecked, click "Unknown sources". If "Unknown sources" is already checked, skip to Click 4.

Note: AT&T Wireless does not support the Amazon Appstore for Android. See Help for more details.



Click 3

Click "OK" on the "Attention" dialog. "Unknown sources" will now have a green check.



MP3, Kindle, IMDb Movies & TV, are available to download now.

Game Spotlight

Defend your home base from hordes of attackers with [HexDefense](#). HexDefense combines gorgeous special effects with classic "open" defense gameplay. Engagingly deep, deeply challenging... [Read more](#)

[Raiders GOLD](#)

[e Defense](#)

[Glory](#)

Free Apps of the Day

[SoundHound Infinity](#) is instant music search and discovery, with the world's fastest music recognition. It is the ultimate music app, with unlimited usage and premium features. Buy it, tag it, sing it, hum it, or download SoundHound Infinity... [Read more](#) (Early \$4.99)

[Pro: \\$1.99](#)

[MegaPack: \\$1.49](#)

[Widget Pro: \\$0.99](#)

Real Networks
Rovio

Connect with Us

Be the first to know about deals, new releases, and more. [Like us on Facebook](#) or [Follow us on Twitter](#).

Amazon Appstore Gift Cards

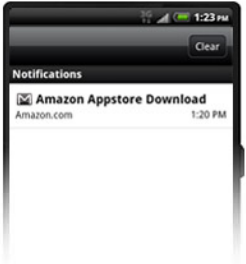
Give them the apps they want... even if you don't know what they are. [Learn more](#)

amazon appstore DEVELOPER PORTAL

Want to see your Android app in the Amazon Appstore? Get started on your submission. [Learn more](#)


Click 4

Open your notifications and click the e-mail message from Amazon Appstore.



Click 5

Click the download link in the e-mail message. The Amazon Appstore app will download to your device.



or Android : Amazon Appstore

Top 100 Free

1. Plants vs. Zombies (WiFi Download Only)
PopCap Games ...
\$2.99 \$1.49
2. Angry Birds (Ad-Free)
Rovio Mobile
\$0.99
3. Angry Birds Rio (Ad-Free)
Rovio Mobile
\$0.99
4. WidgetLocker Lockscreen
TeslaCoil Software
\$1.99
5. Out Of Milk (Limited Edition)
Capigami
\$4.99
6. TuneIn Radio Pro
TuneIn
\$0.99

Give them the apps they want... even if you don't know what they are.
[Learn more](#)

amazon appstore
DEVELOPER PORTAL
Want to see your Android app in the Amazon Appstore? Get started on your submission.
[Learn more](#)

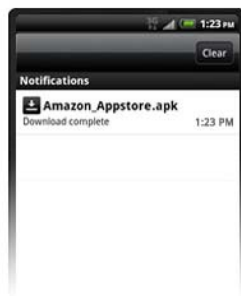
Click 5

Click the download link in the e-mail message. The Amazon Appstore app will download to your device.



Click 6

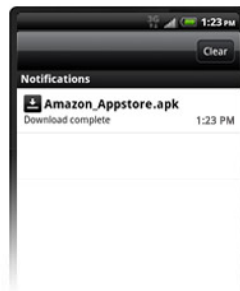
Open your notifications and click "Amazon_Appstore.apk".



- 3. Angry Birds Rio (Ad-Free)
Rovio Mobile
\$0.99
- 4. WidgetLocker Lockscreen
TeslaCoil Software
\$1.99
- 5. Out Of Milk (Limited Edition)
Capigami
\$4.99
- 6. TuneIn Radio Pro
TuneIn
\$0.99
- 7. Exchange By TouchDown Key
NitroDesk ...
\$19.99 \$9.99
- 8. Fruit Ninja
Halfbrick Studios Pty Ltd
\$0.99
- 9. Majesty: The Fantasy Kingdom
Sim
HeroCraft Ltd
\$1.99 \$0.99
- 10. EasyTether
Mobile Stream
\$9.99

Click 6

Open your notifications and click "Amazon_Appstore.apk".



Click 7

Click "Install".

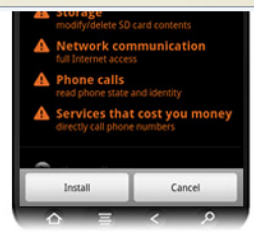


- 7. Exchange By TouchDown Key NitroDesk ... \$19.99 \$9.99
 - 8. Fruit Ninja Halfbrick Studios Pty Ltd \$0.99
 - 9. Majesty: The Fantasy Kingdom Sim HeroCraft Ltd \$1.99 \$0.99
 - 10. EasyTether Mobile Stream \$9.99
- Bestsellers in Amazon Appstore

Your Recent History
You have no recently viewed items. After viewing product detail pages, we recommend viewing our recommendations to find an easy way to navigate to products you are interested in.

You have no recently viewed items. After viewing product detail pages, here to find an easy way to navigate to items you are interested in.

Click "Install".

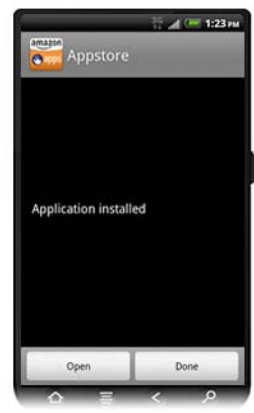


Page 1 of 13

[WidgetLocker Lockscreen](#)
★★★★☆ (143)
\$1.99

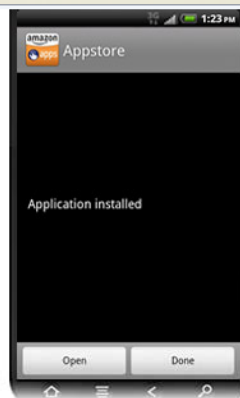
Click 8

Click "Open".



Click 8

Click "Open".



That's it!

Sign in with your Amazon.com account and start enjoying thousands of apps for Android.

You need to do this only once for each device.

