

EXHIBIT 9

Apple's Revolutionary App Store Downloads Top One Billion in Just Nine Months

CUPERTINO, California—April 24, 2009—Apple® today announced that customers have downloaded one billion applications from its revolutionary App Store, the largest applications store in the world. The one billionth app, Bump created by Bump Technologies, was downloaded by Connor Mulcahey, age 13, of Weston, CT. As the grand prize winner of Apple's one billion app countdown contest, Connor will receive a \$10,000 iTunes® gift card, an iPod® touch, a Time Capsule® and a MacBook® Pro.

"The revolutionary App Store has been a phenomenal hit with iPhone and iPod touch users around the world, and we'd like to thank our customers and developers for helping us achieve the astonishing milestone of one billion apps downloaded," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "In nine months, the App Store has completely revolutionized the mobile industry and this is only the beginning."

Today, the groundbreaking App Store has more than 35,000 applications available to consumers in 77 countries, allowing developers to reach tens of millions of iPhone™ and iPod touch users around the world. This summer the iPhone OS 3.0 software update will provide developers with over 1,000 new developer APIs enabling In-App Purchases, Peer-to-Peer connections, App control of accessories, and Push Notifications. The iPhone OS 3.0 release will also add over 100 customer features including cut, copy and paste; Spotlight™ search; landscape keyboard and view for all key iPhone apps; MMS* support; and expanded parental controls for apps, TV shows, and movies from the App Store.

*MMS messaging is available only on iPhone 3G; fees may apply. MMS may not be available in all areas.

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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Apple's App Store Downloads Top 1.5 Billion in First Year

More Than 65,000 Apps; Over 100,000 Developers

CUPERTINO, California—July 14, 2009—Apple® today announced that customers have downloaded more than 1.5 billion applications in just one year from its revolutionary App Store, the largest applications store in the world. The App Store is also growing at an incredible pace with more than 65,000 apps and more than 100,000 developers in the iPhone™ Developer Program.

"The App Store is like nothing the industry has ever seen before in both scale and quality," said Steve Jobs, Apple's CEO. "With 1.5 billion apps downloaded, it is going to be very hard for others to catch up."

The revolutionary App Store has more than 65,000 apps available to consumers in 77 countries, allowing developers to reach tens of millions of iPhone and iPod® touch users around the world. The App Store works with both iPod touch and iPhone including the new iPhone 3GS, the fastest, most powerful iPhone yet. Apple has shipped over 40 million of these devices that run apps from the App Store.

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Apple's App Store Downloads Top Two Billion

More Than 85,000 Apps Now Available for iPhone & iPod touch

CUPERTINO, California—September 28, 2009—Apple® today announced that more than two billion apps have been downloaded from its revolutionary App Store, the largest applications store in the world. There are now more than 85,000 apps available to the more than 50 million iPhone™ and iPod touch® customers worldwide and over 125,000 developers in Apple's iPhone Developer Program.

"The rate of App Store downloads continues to accelerate with users downloading a staggering two billion apps in just over a year, including more than half a billion apps this quarter alone," said Steve Jobs, Apple's CEO. "The App Store has reinvented what you can do with a mobile handheld device, and our users are clearly loving it."

Today, iPhone and iPod touch customers in 77 countries worldwide can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel. With the recently introduced iTunes® 9, it's now easier than ever to organize and sync your apps right in iTunes and they will automatically appear on your iPhone or iPod touch with the same layout.

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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Apple Announces Over 100,000 Apps Now Available on the App Store

CUPERTINO, California—November 4, 2009—Apple® today announced that developers have created over 100,000 apps for the revolutionary App Store, the largest applications store in the world. iPhone® and iPod touch® customers in 77 countries can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel. App Store users have downloaded well over two billion apps, continuing to make it the world's most popular applications store.

"The App Store, now with over 100,000 applications available, is clearly a major differentiator for millions of iPhone and iPod touch customers around the world," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "The iPhone SDK created the first great platform for mobile applications and our customers are loving all of the amazing apps our developers are creating."

"The App Store has forever changed the mobile gaming industry and continues to improve," said Travis Boatman, vice president of Worldwide Studios, EA Mobile. "With a global reach of over 50 million iPhone and iPod touch users, the App Store has allowed us to develop high quality EA games that have been a huge success with customers."

"With 10,000 downloads a day, worldwide customer response to our I Am T-Pain App has exceeded our wildest expectations," said Jeff Smith, CEO of Smule. "The App Store has given us a unique opportunity to create and grow a very successful business, and we're looking forward to an exciting future."

Apple continues to improve search and discovery with new features including Genius for Apps, App Store Essentials selections, sub category listings and more valuable customer reviews. With the recently introduced iTunes® 9, it's also now easier than ever to organize and sync your apps right in iTunes and they will automatically appear on your iPhone or iPod touch with the same layout.

The release of iPhone OS 3.0 this summer made over 100 new features available to iPhone and iPod touch users including Cut, Copy and Paste; MMS; landscape view for Mail, Text and Notes; stereo Bluetooth; shake to shuffle; parental controls; automatic login at Wi-Fi hot spots and Push Notifications. These new features have been incredibly popular with customers and there have already been more than two billion Push Notifications sent to apps available from the App Store. Additionally, the recently introduced In App Purchase feature for free apps means leading developers will now be able to offer customers the choice of buying content, subscriptions and digital services from directly inside their apps.

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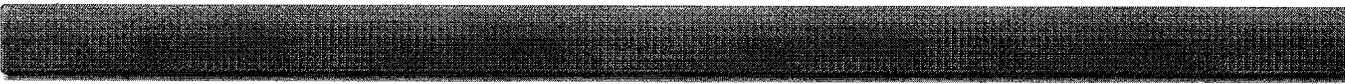
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Mac
iPod
iPhone
iPad
iTunes
Support
Data Summary

Apple Reports Fourth Quarter Results

Record Mac, iPhone and iPad Sales Highest Revenue and Earnings Ever

CUPERTINO, California—October 18, 2010—Apple® today announced financial results for its fiscal 2010 fourth quarter ended September 25, 2010. The Company posted record revenue of \$20.34 billion and net quarterly profit of \$4.31 billion, or \$4.64 per diluted share. These results compare to revenue of \$12.21 billion and net quarterly profit of \$2.53 billion, or \$2.77 per diluted share, in the year-ago quarter. Gross margin was 36.9 percent compared to 41.8 percent in the year-ago quarter. International sales accounted for 57 percent of the quarter's revenue.

Apple sold 3.89 million Macs during the quarter, a 27 percent unit increase over the year-ago quarter. The Company sold 14.1 million iPhones in the quarter, representing 91 percent unit growth over the year-ago quarter. Apple sold 9.05 million iPods during the quarter, representing an 11 percent unit decline from the year-ago quarter. The Company also sold 4.19 million iPads during the quarter.

"We are blown away to report over \$20 billion in revenue and over \$4 billion in after-tax earnings—both all-time records for Apple," said Steve Jobs, Apple's CEO. "iPhone sales of 14.1 million were up 91 percent year-over-year, handily beating the 12.1 million phones RIM sold in their most recent quarter. We still have a few surprises left for the remainder of this calendar year."

"We're thrilled with the performance and strength of our business, generating almost \$5.7 billion in cash flow from operations during the quarter," said Peter Oppenheimer, Apple's CFO. "Looking ahead to the first fiscal quarter of 2011, we expect revenue of about \$23 billion and we expect diluted earnings per share of about \$4.80."

Apple will provide live streaming of its Q4 2010 financial results conference call beginning at 2:00 p.m. PDT on October 18, 2010 at www.apple.com/quicktime/qtv/earningsq410/. This webcast will also be available for replay for approximately two weeks thereafter.

This press release contains forward-looking statements including without limitation those about the Company's estimated revenue and earnings per share. These statements involve risks and uncertainties, and actual results may differ. Risks and uncertainties include without limitation the effect of competitive and economic factors, and the Company's reaction to those factors, on consumer and business buying decisions with respect to the Company's products; continued competitive pressures in the marketplace; the ability of the Company to deliver to the marketplace and stimulate customer demand for new programs, products, and technological innovations on a timely basis; the effect that product introductions and transitions, changes in product pricing or mix, and/or increases in component costs could have on the Company's gross margin; the inventory risk associated with the Company's need to order or commit to order product components in advance of customer orders; the continued

availability on acceptable terms, or at all, of certain components and services essential to the Company's business currently obtained by the Company from sole or limited sources; the effect that the Company's dependency on manufacturing and logistics services provided by third parties may have on the quality, quantity or cost of products manufactured or services rendered; the Company's reliance on the availability of third-party digital content; the potential impact of a finding that the Company has infringed on the intellectual property rights of others; the Company's dependency on the performance of distributors, carriers and other resellers of the Company's products the effect that product and service quality problems could have on the Company's sales and operating profits; the Company's reliance on sole service providers for iPhone® in certain countries; the continued service and availability of key executives and employees; war, terrorism, public health issues, natural disasters, and other circumstances that could disrupt supply, delivery, or demand of products; potential litigation from the matters investigated by the special committee of the board of directors and the restatement of the Company's consolidated financial statements; and unfavorable results of other legal proceedings. More information on potential factors that could affect the Company's financial results is included from time to time in the Company's public reports filed with the SEC, including the Company's Form 10-K, as amended, for the fiscal year ended September 26, 2009, its Forms 10-Q for the quarters ended December 26, 2009; March 27, 2010; and June 26, 2010; and its Form 10-K for the fiscal year ended September 25, 2010 to be filed with the SEC. The Company assumes no obligation to update any forward-looking statements or information, which speak as of their respective dates.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple is reinventing the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

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Apple Inc.
UNAUDITED CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
(In millions, except share amounts which are reflected in thousands and per share amounts)

	Three Months Ended		Twelve Months Ended	
	September 25, 2010	September 26, 2009	September 25, 2010	September 2009
Net sales.....	\$ 20,343	\$ 12,207	\$ 65,225	\$ 42,111
Cost of sales ⁽¹⁾	<u>12,831</u>	<u>7,102</u>	<u>39,541</u>	<u>25,111</u>
Gross margin.....	<u>7,512</u>	<u>5,105</u>	<u>25,684</u>	<u>17,000</u>
Operating expenses:				
Research and development ⁽¹⁾	494	358	1,782	1,611
Selling, general and administrative ⁽¹⁾	<u>1,571</u>	<u>1,063</u>	<u>5,517</u>	<u>4,478</u>
Total operating expenses.....	<u>2,065</u>	<u>1,421</u>	<u>7,299</u>	<u>6,089</u>
Operating income.....	5,447	3,684	18,385	10,911
Other income and expense.....	<u>14</u>	<u>45</u>	<u>155</u>	<u>11</u>
Income before provision for income taxes.....	5,461	3,729	18,540	10,922
Provision for income taxes.....	<u>1,153</u>	<u>1,197</u>	<u>4,527</u>	<u>3,011</u>
Net income.....	\$ <u>4,308</u>	\$ <u>2,532</u>	\$ <u>14,013</u>	\$ <u>7,911</u>
Earnings per common share:				
Basic.....	\$ 4.71	\$ 2.82	\$ 15.41	\$ 7.41
Diluted.....	\$ 4.64	\$ 2.77	\$ 15.15	\$ 7.28
Shares used in computing earnings per share:				
Basic.....	914,555	898,032	909,461	893,111
Diluted.....	928,825	914,374	924,712	907,111
⁽¹⁾ Includes stock-based compensation expense as follows:				
Cost of sales.....	\$ 39	\$ 29	\$ 151	\$ 111
Research and development.....	\$ 83	\$ 66	\$ 323	\$ 211
Selling, general and administrative.....	\$ 102	\$ 85	\$ 405	\$ 291

Apple Inc.
UNAUDITED CONDENSED CONSOLIDATED BALANCE SHEETS
(In millions, except share amounts)

	September 25, 2010	September 26, 2009
ASSETS:		
Current assets:		
Cash and cash equivalents.....	\$ 11,261	\$ 5
Short-term marketable securities.....	14,359	18
Accounts receivable, less allowances of \$55 and \$52, respectively.....	5,510	3
Inventories.....	1,051	
Deferred tax assets.....	1,636	1
Vendor non-trade receivables.....	4,414	1
Other current assets.....	<u>3,447</u>	<u>1</u>
Total current assets.....	41,678	31
Long-term marketable securities.....	25,391	10
Property, plant and equipment, net.....	4,768	2
Goodwill.....	741	
Acquired intangible assets, net.....	342	
Other assets.....	<u>2,263</u>	<u>2</u>
Total assets.....	\$ 75,183	\$ 47
LIABILITIES AND SHAREHOLDERS' EQUITY:		
Current liabilities:		
Accounts payable.....	\$ 12,015	\$ 5
Accrued expenses.....	5,723	3
Deferred revenue.....	<u>2,984</u>	<u>2</u>
Total current liabilities.....	20,722	11
Deferred revenue – non-current.....	1,139	
Other non-current liabilities.....	<u>5,531</u>	<u>3</u>
Total liabilities.....	27,392	15
Commitments and contingencies		
Shareholders' equity:		
Common stock, no par value; 1,800,000,000 shares authorized; 915,970,050 and 899,805,500 shares issued and outstanding, respectively.....	10,668	8
Retained earnings.....	37,169	23
Accumulated other comprehensive (loss)/income.....	<u>(46)</u>	<u>—</u>
Total shareholders' equity.....	47,791	31
Total liabilities and shareholders' equity.....	\$ 75,183	\$ 47

Apple Inc.
UNAUDITED CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
(In millions)

	Twelve Months Ended	
	September 25, 2010	September 26, 2009
Cash and cash equivalents, beginning of the year.....	\$ 5,263	\$ 11
Operating activities:		
Net income.....	14,013	8
Adjustments to reconcile net income to cash generated by operating activities:		
Depreciation, amortization and accretion.....	1,027	
Stock-based compensation expense.....	879	
Deferred income tax expense.....	1,440	1
Loss on disposition of property, plant and equipment.....	24	
Changes in operating assets and liabilities:		
Accounts receivable, net.....	(2,142)	(
Inventories.....	(596)	
Vendor non-trade receivables.....	(2,718)	
Other current assets.....	(1,514)	
Other assets.....	(120)	(
Accounts payable.....	6,307	
Deferred revenue.....	1,217	
Other liabilities.....	<u>778</u>	<u>1</u>
Cash generated by operating activities.....	<u>18,595</u>	<u>10</u>
Investing activities:		
Purchases of marketable securities.....	(57,793)	(46,
Proceeds from maturities of marketable securities.....	24,930	19
Proceeds from sales of marketable securities.....	21,788	10
Purchases of other long-term investments.....	(18)	(
Payments made in connection with business acquisitions, net of cash acquired.....	(638)	
Payments for acquisition of property, plant and equipment.....	(2,005)	(1,
Payments for acquisition of intangible assets.....	(116)	
Other.....	<u>(2)</u>	<u>—</u>
Cash used in investing activities.....	<u>(13,854)</u>	<u>(17,</u>
Financing activities:		
Proceeds from issuance of common stock.....	912	
Excess tax benefits from stock-based compensation.....	751	
Taxes paid related to net share settlement of equity awards.....	<u>(406)</u>	<u>—</u>
Cash generated by financing activities.....	<u>1,257</u>	<u>—</u>
Increase/(decrease) in cash and cash equivalents.....	<u>5,998</u>	<u>(6,</u>
Cash and cash equivalents, end of the year.....	\$ <u>11,261</u>	\$ <u>5</u>
Supplemental cash flow disclosure:		
Cash paid for income taxes, net.....	\$ 2,697	\$ 2