# **EXHIBIT 28**

Shop iPhone

Live Chat 1-800-MY-APPLE

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## Select your iPhone and carrier.





## iPhone 4 for AT&T

16GB1 From \$1992 32GB1 From \$299

Black Ships: Within 24hrs Black

Ships: Within 24hrs

White

White

days

View AT&T plans | Check eligibility Get free shipping or in-store pickup.



### iPhone 4 for Verizon

16GB1 From \$1992 32GB1

From \$299<sup>2</sup>

Black Ships: Within 24hrs Black

Ships: Within 24hrs

White

White

Ships: 1-2 business

days

View Verizon plans | Check eligibility Get free shipping or in-store pickup.



Tech Specs

Download the Apple Store app. Giving iPhone? Learn more about the Apple Gift Card.

Gallery

iPhone 4 at a glance. Visit the iPhone 4 site





FaceTime. Video calling is a reality. See family and friends while you talk to them. No other phone makes staying in touch so much fun.

Learn more about FaceTime



Retina display. 960 by 640 by Wow. With a remarkable 960-by-640 resolution in a 3.5-inch screen, text and graphics look unbelievably crisp and sharp. Learn more about the Retina display

HD video recording. Life looks better in HD.

iPhone 4 lets you record and edit stunning HD video. So it's the only phone - and camera - you need to carry with you. Learn more about HD video recording



5-megapixel camera. Never miss a photo

Take beautiful, detailed photos using the 5megapixel camera with built-in LED flash. Learn more about the camera

Buy your new iPhone from the people who know it best.

## We speak iPhone.

Our Specialists are experts on all things iPhone, and they don't work on commission. They can answer your questions about iPhone features and help you select the right carrier rate plan. Just call us at 1-800-MY-APPLE or start an online chat.

We'll ship it free and ready to use. You can check your eligibility and choose your rate plan here at the Apple Online Store. So when you buy your iPhone online, it arrives ready to use. Just set it up with iTunes on your Mac or PC and start making calls.

We'll help you set it up.

For the first 90 days, you can call our AppleCare advisors free and get help setting up and using your iPhone.



**FAQs** 

Which U.S. mobile phone carriers provide iPhone service? AT&T and Verizon Wireless are the wireless carriers for iPhone in the United

View the AT&T coverage map View the Verizon Wireless coverage map If I already have a contract, how can I find out the price I'll pay for a new iPhone?

The fastest way to find out about the price you'll pay for a new iPhone is to use your carrier's eligibility checker. Your carrier will let you know whether you qualify for the lowest price or for an early upgrade or full upgrade price.

Back to top

#### What are the differences between the iPhone models for AT&T and Verizon Wireless?

Other than the networks they use, both models offer the same innovative features: FaceTime video calling, Retina display, HD video recording, 5megapixel camera, and more

iPhone for AT&T uses GSM technology for wireless communication, while the iPhone 4 for Verizon Wireless uses CDMA technology. That means the iPhone model you purchase is configured to work only with the network technology of either AT&T or Verizon Wireless, as specified, but not both. In other words, you cannot use an AT&T GSM phone on Verizon's CDMA network and vice versa.

#### Will existing iPhone 4 accessories work with the new iPhone 4 for Verizon Wireless?

All iPhone 4 accessories available from the Apple Online Store are compatible with iPhone 4 models for both AT&T and Verizon Wireless. Accessories that use the Apple dock connector - such as speaker systems and docks, car accessories, and power adapters - and carry the "Made for iPhone" badge are compatible. Because the button placement on the CDMA model for Verizon is slightly different from the GSM model for AT&T, some form-fitting cases, purchased previously or purchased elsewhere, may not fit the CDMA model

### If I lose my iPhone, can I buy a replacement iPhone?

Yes. Visit an Apple Retail Store or your carrier's store to ask about purchasing a replacement iPhone.

#### When I buy from the Apple Online Store, does my iPhone come ready to use?

Yes. When your iPhone arrives, all you have to do is connect it to iTunes to activate it with your carrier and sync your contacts, music, and other data. There's no need to call the carrier or visit a store to complete the activation.

## If I'm approved, do I have to buy my iPhone now?

When you're approved through the Apple Online Store, you can put an iPhone in your shopping cart and keep it there for up to 30 days. You can also visit an Apple Retail Store to buy your iPhone up to 30 days after you've been approved. You can restart the iPhone eligibility process at any time.3

#### Can I transfer my current phone number?

Yes. When you purchase your iPhone, you'll be instructed on how to transfer your current number. You can keep using your existing phone until your new iPhone arrives and you set it up in iTunes. Then you can start making calls on the new iPhone using your current phone number. If you are switching carriers, termination fees may apply. Please contact your current carrier for details.

#### Can I use my current rate plan with an iPhone?

You may be able to keep your current voice plan, but you are also required to have a data plan.

View AT&T rate plans

View Verizon rate plans

#### Can I use an iPhone for Verizon when traveling internationally?

The iPhone for Verizon Wireless will work in approximately 40 countries that use CDMA technology. In countries that use GSM technology, Verizon Wireless offers a Global program, which loans customers a country-compatible device at no additional charge for up to three weeks. For more information on Verizon Wireless Global services, products, countries, and rates, visit

http://b2b.vzw.com/international/inside\_us.html.

Accessories View all iPhone Accessories

#### iPhone 4 Bumpers

Add a touch of style to your iPhone 4 with a Bumper in one of six two-tone colors - white, black, blue, green, orange, or pink.





## Apple In-Ear Headphones with

Engineered for extreme clarity and audio accuracy, these headphones let you hear musical details you've been missing.

\$79.00 Learn more





## iPhone 4 Dock

The iPhone 4 Dock lets you dock and charge your iPhone. It includes a rear dock connector and an audio line out port.

\$29.00 (Learn more )



## Apple USB Power Adapter

Use this ultracompact USB-based adapter to charge your iPhone whenever it's not connected to a computer.

\$29.00



- 2. Requires new two-year wireless service contract, sold separately to qualified customers; credit check required; must be 18 or older. The iPhone model you purchase is configured to work only with the network technology of either AT&T or Verizon Wireless, as specified, but not both. Customers who want to upgrade from another phone or replace an iPhone 3G or iPhone 3GS should check with their service provider for pricing options or visit www.apple.com/iphone/buy. For those who are not qualified customers, are not eligible for an early upgrade, or wish to buy iPhone as a gift, the prices are \$499 (8GB), \$599 (16GB), or \$699 (32GB). In CA, MA, and RI, sales tax is collected on the unbundled price of iPhone. Service may not be available in all areas or at the signal strength, rates, speeds, or bandwidth as demonstrated. Wi-Fi Internet access required for some features; broadband recommended; fees may apply. Some applications, features, and services are not available in all areas. Check with your service provider about network coverage in your area and international roaming options. Features vary by carrier. Warranty information available at www.apple.com/legal/warranty/iphone. When available, transferring your mobile number to a different service provider will terminate your service with your existing provider; termination fees and other charges may apply. Some features may require added fees. Contact your service provider for more details. Use constitutes acceptance of Apple's software license agreement and third-party terms located in the iPhone box, Unauthorized modification of your iPhone software violates the software license agreement, Inability to use an iPhone due to unauthorized modifications is not covered under your warranty.
- 3. Additional credit checks 30 days from the first credit check may impact your credit score.

Apple Store (U.S.) Change Country Education Store Business Store Government Store

Help Account Returns Site Map Security Policy Contact Us

Copyright © 2011 Apple Inc. All rights reserved. Terms of Use Privacy Policy Sales and Refunds

You can also order from The Apple Store by calling 1-800-MY-APPLE.