EXHIBIT B

iPad Media Coverage



Verdict Is in on Apple iPad: It's a Winner
By Edward C. Baig, April 2, 2010



■ THE BOTTOM LINE

tablet will do the most to spawn renewed interest in the category and could tap into markets as varied as redici education. This week, Pennsylvania's Seton Hill Univers announced plans to give every full-time student this fall a

iPad. Piper Jaffray analyst Gene Munster expects 27 mil iPads to be sold in 2010 and 8 million next year. Endpoint

Technologies analyst Roger Kay ups the sum to about 4

million units the first year.

"Months of speculation, feverish lust, an überhyped prize that could disrupt the status quo of computing. You wouldn't be the first person to compare the run-up to Saturday's arrival of the iPad to the prelaunch mania that surrounded the iPhone."

"The first iPad is a winner."

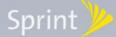
"Apple's tablet is fun, simple, stunning to look at and blazingly fast."

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