

Exhibit 17

Apple 2.0

Why Steve Jobs' keynotes matter

They are the reason Apple's shares leaped out of the box at the opening bell Tuesday.



Jobs at Macworld 2007

The key words in the [press release](#) Apple (AAPL) issued Tuesday morning were not OS X Lion, iOS 5, or iCloud -- the three components of what the company is billing as the "next generation software."

As important as the operating systems and services to be unveiled next week at Apple's annual Worldwide Developers Conference may be, they had already been telegraphed to investors and baked into Apple's share price. In fact, one of the reasons given for the stock's

lackluster performance lately had been that these software advances -- and not a new iPhone -- were all that Apple was planning to showcase at WWDC.

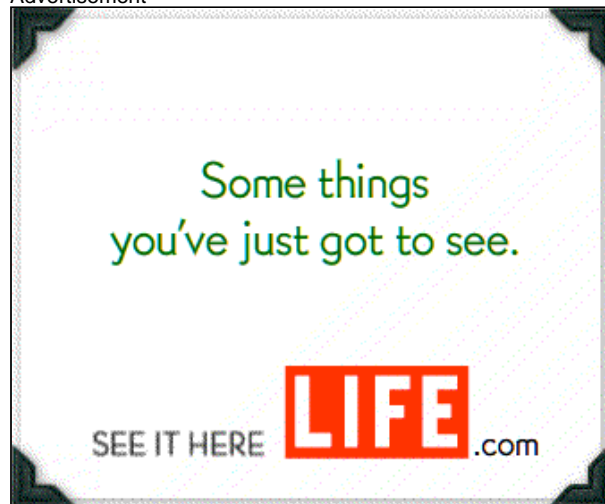
No, the four words that set the Street's hardened hearts aflutter -- and Apple's share price soaring nearly 2% in early morning trading -- were "Steve Jobs" and "keynote address." [The stock closed at \$347.83, up \$10.42 (3.09%) for the day.]

The news here is that Jobs, who is on medical leave, is well enough to give the keynote and that he feels what Apple is introducing is important enough to be given the Steve Jobs imprimatur.

What makes a Jobsian keynote different from any other presentation by any other CEO?

It helps that he generally delivers the goods in terms of new products with real impact. But he also works hard to deliver them with some drama and flair. Insiders say he prepares his product introductions as if they were Broadway shows. The format is deceptively simple: a setup,

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a twist, and a big reveal. It's actually surprising that no other high-tech luminary seems to have mastered the form.

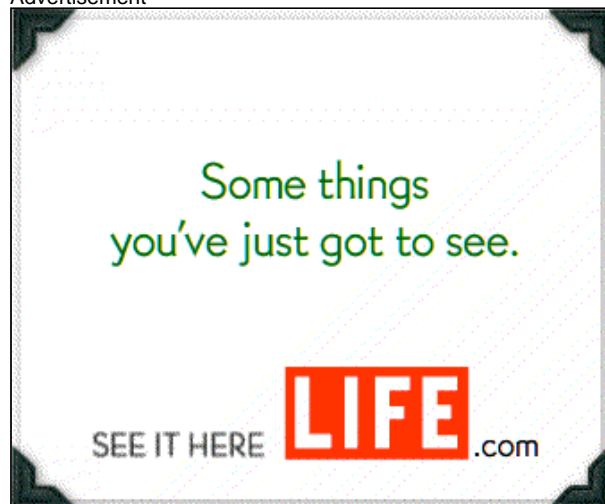
To give you a feel for what's involved, check out the first 4:47 minutes of one of Jobs' signature performances: the January 2007 Macworld [keynote](#) at which he introduced the iPhone.

Next week's keynote begins Monday June 6 at 10 a.m. PDT (1 p.m. EDT). We'll be there to live blog it, the gods of Wi-Fi permitting.

Below: the text of Apple's press release.

Posted in: [Apple](#), [Apple Worldwide Developers Conference](#), [iCloud](#), [iOS](#), [iPhone](#), [Keynote](#), [Mac OS X Lion](#), [Macworld](#), [Mobile](#), [Steve Jobs](#), [WWDC](#)

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• [**\\$1 billion / 1 br - AMAZING STARTUP, SLIGHT HISTORY OF SPAM PROBLEM**](#)

Airbnb embraced a different, questionable kind of advertising to help get off the ground. It'd be surprising if it wasn't so necessary.

FORTUNE -- Dave Gooden says he didn't intend to be a whistle blower. But last week that's what he became, forcing Airbnb -- the next Groupon, Zynga, and/or Twitter, if you believe the hype -- to investigate its own advertising practices and compelling the media to hound him until [MORE](#)

[Chadwick Matlin](#) - Jun 7, 2011 1:02 PM ET

Posted in: [Airbnb](#), [Christopher Lukezic](#), [Craigslist](#), [Groupon](#), [Hacker News](#), [Mimbeo](#), [Toronto](#), [Zynga](#)

• [**Cell phone use is way up. So why did brain cancer rates fall?**](#)

Despite a 500-fold increase in radiation exposure from cell-phones since 1990, brain cancer rates have fallen.

FORTUNE -- During the 1980s, just as Americans began pumping low-frequency radiation through their skulls with cell phones, brain cancer rates in the U.S. slowly increased. At the beginning of the decade, doctors delivered the devastating diagnosis of brain cancer to 63 out of every 1 million Americans every year; by 1990 that number had risen [MORE](#)

[Scott Woolley](#) - Jun 7, 2011 11:22 AM ET

Posted in: [AT&T](#), [Brain tumor](#), [Brown University](#), [Cancer](#), [Leap Wireless](#), [Mobile phone](#), [National Cancer Institute](#), [World Health Organization](#)

• [**iCloud: What the analysts say**](#)

The sell-side analysts liked the show. The market, not so much.

Source: Apple Inc.

With one exception (ahem, J.M.P.'s Alex Gauna), the analysts who follow Apple (AAPL) seemed to understand what the traders who drove Apple's shares down Monday \$5.40 (1.57%) to \$338.04 did not: The hundreds of improvements in its software ecosystem -- big and small -- that Apple announced Monday could, in the long run, sell more devices, convert more [MORE](#)

[Philip Elmer-DeWitt](#) - Jun 7, 2011 8:18 AM ET

Posted in: [Apple](#), [Deutsche Bank](#), [iCloud](#), [iOS](#), [iPad](#), [iPhone](#), [iTunes](#), [Mobile](#), [MobileMe](#), [PCs](#), [Piper Jaffray](#), [RBC](#), [Steve Jobs](#), [Susquehanna](#), [Tablets](#)

• [Apple offers music pirates permanent amnesty for \\$24.99](#)

Steve Jobs' master plan to draw a generation raised on stolen music into the iTunes store

Image: Apple Inc. Click to enlarge.

Of the 5,364 items in my iTunes music library, 143 are songs I purchased on Apple's (AAPL) iTunes store. The vast majority were ripped from my old CD collection. A few were obtained by other means.

My children have even larger digital music collections that they store on iTunes and [MORE](#)

[Philip Elmer-DeWitt](#) - Jun 7, 2011 7:16 AM ET

Posted in: [Digital Rights Management](#), [iCloud](#), [iTunes](#), [iTunes in the Cloud](#), [iTunes Match](#), [iTunes Store](#), [Microsoft](#), [Music](#), [Music library](#), [Steve Jobs](#), [Windows 7](#), [WWDC](#)

• [Does Mason want to get out of Groupon?](#)

By Kevin Kelleher, contributor

Troubling financials and an offering letter full of mixed messages should make investors wary about buying into Groupon's IPO.

Groupon founder Andrew Mason

FORTUNE --- Dear Potential Groupon Shareholder,

I'm writing this letter to provide some insight into the Groupon IPO that was omitted from the cheery, twee "Letter from Andrew D. Mason" that prefaced the prospectus filed by the group-buying startup.

You get the feeling that the original draft [MORE](#)

Jun 6, 2011 11:35 AM ET

Posted in: [Andrew Mason](#), [Credit Suisse](#), [Goldman Sachs](#), [Google](#), [Groupon](#), [Initial public offering](#), [Morgan Stanley](#), [Wall Street](#)

• [Live from San Francisco: Steve Jobs unveils the iCloud](#)

Apple cuts the cord that connected its mobile devices to Macs and PCs

Steve Jobs on stage. Photo: PED

12:00 p.m. PDT (3 p.m EDT) Jobs thanks the crowd for coming and hopes they have a great week.

In summary, Apple on Monday introduced three major new products: iCloud, iOS 5 and Mac OS X Lion.

The most important was the one Steve Jobs chose to personally unveil: iCloud, a service that automatically [MORE](#)

[Philip Elmer-DeWitt](#) - Jun 6, 2011 10:09 AM ET

Posted in: [Apple](#), [iCloud](#), [iOS](#), [iPad](#), [iPhone](#), [iTunes](#), [Mac OS X Lion](#), [Mobile](#), [Moscone West](#), [PCs](#), [Steve Jobs](#), [Tablets](#)

• [25 ways of downloading Angry Birds](#)

Rovio has a blockbuster franchise just as notable for its flock of revenue streams as its wildly addictive game play.

FORTUNE -- You don't have to try very hard to spot *Angry Birds* in their natural habitat -- online -- because they are as ubiquitous as a Manhattan pigeon.

Since launching as an iPhone app in December 2009, the franchise has been downloaded 200 million times -- double the number reported just [MORE](#)

[JP Mangalindan, Writer-Reporter](#) - Jun 3, 2011 12:33 PM ET

Posted in: [Angry Birds](#), [Apple](#), [Apple Inc.](#), [Barnes & Noble](#), [Google](#), [iPhone](#), [Microsoft](#), [Nokia](#), [Rovio](#), [Rovio Mobile](#)

• [In Quebec, an economic plan for an environmental mutation](#)

As the polar ice caps recede, Canada plans Asian shipping routes and sustainable developments for its northern lands.

FORTUNE -- Climate change is reshaping our world from pole to pole. But one result of global warming could alter the face of commerce in North America and Asia forever: the opening, thanks to the melting polar ice caps, of a new maritime shipping route through the Arctic ocean. The route would connect [MORE](#)

[Shelley DuBois, reporter](#) - Jun 3, 2011 11:04 AM ET

Posted in: [Canada](#), [climate change](#), [Jean Charest](#), [Nord-du-Québec](#), [Pew Charitable Trusts](#), [Quebec](#), [Sustainable Development](#)

• [Today in Tech: more Apple iCloud details](#)

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* The *L.A. Times* is reporting new details on Apple's iCloud service, which will likely be announced this Monday at the company's annual Worldwide Developers Conference (WWDC). The cloud-based service, which will at the very least allow users to stream music to computer browsers and iOS devices, may [MORE](#)

[JP Mangalindan, Writer-Reporter](#) - Jun 3, 2011 10:04 AM ET

Posted in: [Apple](#), [Apple Worldwide Developers Conference](#), [Criticism of Facebook](#), [iCloud](#), [iOS](#), [Mark Zuckerberg](#), [Morgan Stanley](#), [Sony Pictures Entertainment](#)

• [Stephen Elop's mission impossible](#)

Stephen Elop is sure he can turn Nokia around, but if succeeds it will be an entirely different Nokia.

FORTUNE -- Nokia chief executive officer Stephen Elop is a man on a mission. Despite the Finnish phonemaker's rough week (it issued a profit warning on Tuesday, which sent shares tumbling), the newish CEO recently made the rounds at a couple of confabs in Southern California to pitch his turnaround plan for [MORE](#)

[Michal Lev-Ram, writer](#) - Jun 2, 2011 6:47 PM ET

Posted in: [Android](#), [Apple](#), [Google](#), [Intel Corporation](#), [iPhone](#), [Microsoft](#), [Nokia](#), [Stephen Elop](#), [Windows Phone 7](#)

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Sprint Nextel Corp	5.49	-0.11	-1.96%
Cisco Systems Inc	15.74	-0.25	-1.57%
Ford Motor Co	14.02	0.12	0.83%
Intel Corp	22.25	0.42	1.92%

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