

Exhibit 5

"...the best device in its class."

- Walt Mossberg, *The Wall Street Journal*



"Apple releases only one new model a year, so the new iPhone had better be pretty amazing to compete. It is."

- David Pogue, *The New York Times*

"We're not going to beat around the bush, the iPhone 4 is the best smartphone on the market."

- Joshua Topolsky, *Engadget*

"iPhone 4 demonstrates once again why Apple's handset is the one to beat."

- Ed Baig, *USA Today*

"Now that I've spent some quality time with the iPhone 4 I can safely say it's by far the best smartphone on the market."

- Clayton Morris, *Fox News*

"The tight integration of hardware and software provides a unique experience that once again raises and sets the standard for the rest of the industry."

- Michael Gartenberg, *Altimeter Group*

"Grip it in your hand, and the iPhone 4 feels like the phone of the future. It's the uncontested leader in the smartphone market."

- Brian X. Chen, *Wired*

"The iPhone 4 is a superb smart phone that makes most competing devices look old and boring."

- Rachel Metz, *Associated Press*

With revolutionary features like FaceTime and the Retina Display, iPhone changes everything. Again.

Apple iPhone 4