

# EXHIBIT 8

# Apple Press Info

## iPod + iTunes Timeline

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Images

### 2001

January

iTunes digital jukebox software introduced

October

Apple presents iPod, offering "1,000 songs in your pocket"



iPod, 2001  
Download (zip) ▶  
4.2 mb

### 2002

July

Apple introduces the second generation iPod, compatible with Windows and holding up to 4,000 songs

Number of iPods sold through 2002: 600,000



Windows-compatible  
iPod, 2002  
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3.5 mb

### 2003

April 28

Apple launches the iTunes Music Store with 200,000 songs at 99¢ each, along with the new third-generation iPod that is thinner and lighter than two CDs and holds 7,500 songs

iTunes sells one million songs in its first week

June

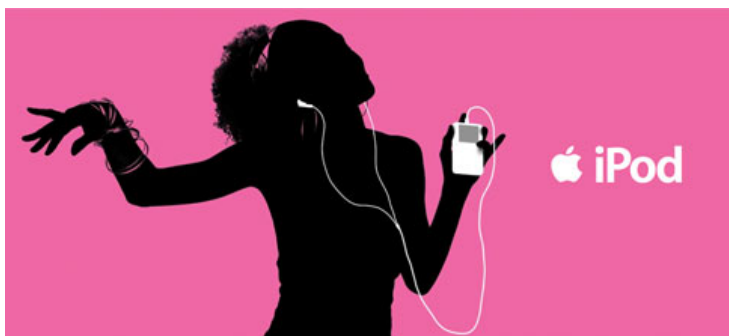
One millionth iPod sold

September

iTunes downloads top 10 million songs



iPod, 2003  
Download (zip) ▶  
1.3 mb



October

The iTunes Music Store becomes available to Windows users

December

iTunes downloads top 25 million songs

Number of iPods sold through 2003: two million

## 2004

January

Apple introduces iPod mini, available in five colors



iPod mini, 2004  
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6.9 mb

March

iTunes downloads top 50 million songs

June

iTunes Music Store goes international, launching in the U.K., France & Germany

June

BMW drivers get the first car audio system with iPod integration



iPod, 2004  
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2.6 mb



**iPOD NATION**  
In just three years, Apple's adorable MINI MUSIC PLAYER has gone from gizmo to LIFE-CHANGING cultural icon



Newsweek declares America "iPod Nation" in a cover story unveiling the 4th generation iPod



iPod U2 Special Edition, 2004  
Download (zip) ▶  
6.8 mb

July

iTunes downloads top 100 million songs



Incoming freshmen at Duke University receive iPods as part of a new initiative to distribute lectures and other course materials electronically

October

Apple introduces the iPod U2 Special Edition

December

iTunes downloads top 200 million songs

Number of iPods sold through 2004: 10 million

## 2005

January

iPod shuffle introduced

July

iTunes downloads top half a billion songs

August

iTunes Music Store debuts in Japan

September

iPod nano replaces the iPod mini and goes on to become the best selling music player ever

October

iTunes expands to include TV shows and music videos

Apple unveils the new fifth-generation iPod that plays music, photos and video

iTunes sells one million videos in less than three weeks

Number of iPods sold through 2005: 42 million



iPod shuffle, 2005  
Download (zip) ▶  
1.8 mb



iPod nano, 2005  
Download (zip) ▶  
7.2 mb



iPod with video, 2005  
Download (zip) ▶  
2.9 mb

## 2006

February

iTunes sells its one billionth song

May

Apple and Nike introduce Nike+iPod, including an in-shoe sensor to track the wearer's workout on their iPod nano



Nike + iPod, 2006  
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3.6 mb



iPod shuffle, 2006  
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4.3 mb



iPod nano, 2006



Colorado Rockies pitcher Jason Jennings shows one of the iPods he and his teammates use to scout opposing batters during the 2006 season

[Download \(zip\)](#) ▶  
3.1 mb



iPod, 2006  
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5.9 mb

### September

iTunes begins selling full-length feature films

iPod nano gets a new aluminum design available in five colors

Apple unveils a wearable new iPod shuffle with built-in clip

### October

Apple announces the new iPod nano (PRODUCT) RED Special Edition to benefit The Global Fund to Fight AIDS, Tuberculosis and Malaria

Number of iPods sold through 2006: 88 million

## 2007

### January

Apple introduces iPhone

iTunes tops two billion songs sold, 50 million TV episodes and 1.3 million feature-length films

iPod shuffle becomes available in five colors

### April

EMI offers its entire digital music catalog DRM-free on iTunes

100 millionth iPod sold

### May

iTunes U launches on the iTunes Store

### July

iTunes tops three billion songs sold



iPod nano, 2007  
[Download \(zip\)](#) ▶  
5.3 mb



iPod touch, 2007  
[Download \(zip\)](#) ▶  
3.0 mb



iPod shuffle, 2007  
[Download \(zip\)](#) ▶  
4.2 mb



Astronaut Jose Hernandez listens to his iPod in orbit aboard the space shuttle Endeavour



iPod classic, 2007  
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 4.1 mb

## September

Apple unveils iPod touch with Multi-Touch interface and built-in Wi-Fi wireless networking

Number of iPods sold through 2007: 141 million

## 2008

### January

Apple premieres iTunes movie rentals with all major film studios



iPod nano, 2008  
[Download \(zip\)](#) ▶  
 4.6 mb

### April

iTunes Store passes Wal-Mart to become America's #1 music retailer

### May

Movies become available for sale on iTunes the same day as their DVD release

### June

iTunes tops five billion songs sold

Apple introduces the new iPhone 3G, twice as fast as the previous generation and featuring support for third party applications



iPod touch, 2008  
[Download \(zip\)](#) ▶  
 3.8 mb

### July

The App Store debuts as iPhone 3G goes on sale

iPhone and iPod touch users download 10 million apps in the App Store's first weekend

### September

App Store downloads top 100 million

Over 90% of new cars sold in the U.S. offer iPod connectivity

### October

iTunes goes high-def with HD TV shows from ABC, CBS, FOX and NBC

Number of iPods sold through 2008: 197 million

## 2009

### January

All iTunes songs offered DRM-free

### March

Movie fans can buy and rent films in HD on the iTunes Store



iPod nano, 2009  
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 8.5 mb

### July

The App Store marks its first anniversary with more than 1.5 billion apps downloaded



iPod touch, 2009  
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 1.7 mb

### September

Apple announces the iPod nano has sold more than 100 million units to date

App Store downloads top two billion

### November

Apple announces more than 100,000 apps available on the App Store

Number of iPods sold through 2009: 250 million

## 2010

### January

App Store downloads top three billion



iPod touch, 2010  
[Download \(zip\)](#) ▶  
 6.3 mb

### February

iTunes Store tops 10 billion songs sold

### July

App Store downloads top five billion

### August

iTunes U downloads top 300 million



iPod nano, 2010  
[Download \(zip\)](#) ▶  
 5.8 mb

### September

Apple introduces the new iPod touch with Retina Display, FaceTime video calling, HD video recording and Game Center

The new iPod nano features Multi-Touch interface and a built-in clip for instant wearability

Apple unveils the new iPod shuffle, the world's smallest iPod

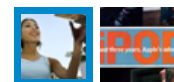
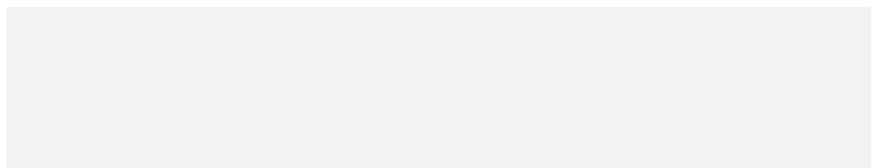
Apple announces iPod touch is the world's #1 portable game player

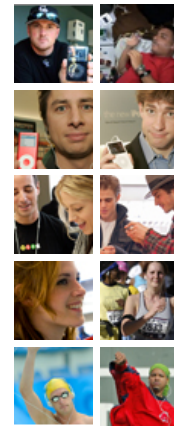
More than 250,000 apps available on the App Store



iPod shuffle, 2010  
[Download \(zip\)](#) ▶  
 6.5 mb

Number of iPods sold through September 1, 2010: 275 million





Incoming freshmen at Duke University receive iPods as part of a new initiative to distribute lectures and other course materials electronically