

EXHIBIT 107

Subject: Re: iBookstore Banner
From: Serena Kim <serena_kim@apple.com>
Received(Date): Tue, 11 Oct 2011 12:47:39 -0700
Cc: Grace Kvamme <kvamme@apple.com>, Darci Groves <darci@apple.com>
To: Jennifer Robbins <jrobbins@apple.com>

Sure thing. I'm sending this one to art:

All your devices are on the same page.

Now with iCloud, your purchased books appear automatically on your iPad, iPhone, or iPod touch.

On Oct 11, 2011, at 12:28 PM, Jennifer Robbins wrote:

Thanks, Grace!
Serena, can you rework with that in mind?

On Oct 11, 2011, at 9:08 AM, Grace Kvamme wrote:

Per Eddy, all email and social is to be silent until after next Wed.
Don't know how that factors into this, but anyway...
I like the headline.
I would emphasize automatic downloads over the ability to download at any time. Something like, "Now with iCloud, your purchased books automatically appear on all your iOS devices."
See section from apple.com below.

<abdb_ibooks_icon.jpg>

iBooks

Books you never have to put down.

With iCloud, the best place to read is whichever device you have handy. As soon as you buy a new book from the iBookstore, iCloud automatically pushes it to all your other devices. Start

reading on your iPad, highlight some text, take notes, or leave a bookmark, and iCloud automatically updates your iPhone and iPod touch, too. Once you buy a book, it appears in your iBookstore purchase history. From there, you can download it to any of your devices at any time. And it won't cost you anything extra.!

On Oct 10, 2011, at 9:26 PM, Jennifer Robbins wrote:

Thanks, Serena. I'm looping in Grace as she's been working on iCloud messaging and making sure we're consistent. Grace, the below is for a banner that will go in iBookstore Spotlight (which is why it only refers to books and not other content types). Do you have any comments?

On Oct 10, 2011, at 4:29 PM, Serena Kim wrote:

All your devices are on the same page.

Now with iCloud, download your purchased books to your iPad, iPhone, or iPod touch at any time.

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