

EXHIBIT 109

From: Tom Neumayr <tneumayr@apple.com>
Received(Date): Sat, 11 Sep 2010 14:10:34 -0700
Cc: Randi Wolfson <randi@apple.com>
To: Keith Moerer <kmoerer@apple.com>

Keith,
How's this? Is there anything in the feature set that you'd re-order? Thanks.
- Tom

1. How many titles do you have?

The iBookstore now features over 130,000 titles.

2. How many of these are commercial books, as opposed to public-domain or out-of-copyright titles?

There are just over 100,000 commercial books, and about 30,000 free titles.

3. What's the average price for a commercial book?

More than 75 percent of our paid iBooks are priced at \$9.99 or less. About 25 percent of titles are less than \$5.

4. What's the average price for a best-seller?

\$10.35 is the average price for a title in the top 100.

5. Do you block Amazon Kindle, Nook or others from in-app purchasing? They all take you to Safari to purchase books, unlike iBooks.

We don't block in-app purchasing from Kindle or Nook. However, if they used in-app purchasing they would pay Apple 30 percent and they've decided instead to point to a web browser for purchasing titles.

6. Can you send me a release, fact sheet, reviewer's guide, etc., highlighting the features and advantages of iBooks?

Features of the iBookstore & iBooks:

- Read a free sample of any book on the iBookstore before making it a part of your collection.
- Reorder your books on your bookshelf or browse them in a list sorted by title, author, or category.
- Easily adjust your screen brightness to find the perfect lighting for any environment.
- Change the font size and pick from six included type faces to make your books more comfortable to read.
- Find a word, character, or phrase anywhere in your book with the built-in search feature.
- Keep your bookmarks, notes, and your current page wirelessly in sync between iPhone, iPad, and iPod touch with the new automatic bookmark syncing feature.
- Quickly find a specific page using the page navigator at the bottom of every page.
- Read your books on white or sepia colored pages.
- Choose left or fully justified text layout from Settings.
- Highlight your favorite passages and add notes with the built-in bookmarking features.
- Add books in the industry-standard ePub electronic book format to iTunes and sync them to iPhone, iPad, or iPod touch.

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