

# EXHIBIT C

Subject: Conference call  
Date: Tue, 20 Apr 2010 04:58:03 -0700  
From: "Tim Cook" <tcook@apple.com>  
To: "Steve Jobs" <sjobs@apple.com>  
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Steve,

I have a couple of iPad content related questions I'd like your input and guidance for today's call.

If we get beyond gross margin questions, I think there may be several content related questions specifically for iPad as the analyst try to assess the market potential.

Thanks.

- 1) The breadth of the iBooks Store offering is much more limited than Amazon. Do barriers exist that prevent you from achieving the same selection as Amazon? Do you have plans to do so?
- 2) The iTunes music store still has much more limited offerings outside the US many years after it's launch. It appears the iBook Store is headed to a similar model. Is this correct? What is the fundamental barrier?
- 3) The iBooks Store has a very small offering of newspapers and magazines. Do you have plans to change this? The price of the limited current offerings are not attractive to the consumer. How do you view this and will this change?

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