

Subject: Fwd: App Store Problem

From: "Tim Cook" [Confidential]

To: "Cue Eddy" [Confidential], "Philip Schiller" [Confidential]

Date: Wed, 10 Oct 2012 00:33:15 +0000

Begin forwarded message:

From: [Confidential]

Subject: App Store Problem

Date: October 9, 2012 3:06:05 AM PDT

To: [Confidential]

Dear Mr. Cook,

I was hoping you might be able to stimulate the resolution of a problem in the Mac app store. My app, [Confidential] was approved for sale on the app store on September 13th. The problem is that the app is virtually invisible on the store because searching for it by keyword or even by name yields no results.

I've gone through the proper channels and have been told that the iTunes Connect team is "diligently working to resolve this issue" however the problem was reported on September 17th and there has apparently been no status updates or visible progress since then.

This issue has turned what would have been a big launch opportunity for our company and software into a complete non-event. At this rate we may be better off pulling [Confidential] from the app store and going back to selling directly from our web site, where we sell many times more copies per day and aren't limited by sandboxing and other app store rules.

I'm hoping that you are willing to intervene and increase the priority of resolving this problem which I believe is a relatively simple matter fixing [Confidential] entry in the search index. Going without the increased sales from being on the app store has been an unexpected blow to our small company.

It may be relevant that [Confidential] is. I believe, the [Confidential] to be sold on the app store. [Confidential]

[Confidential]

Sincerely,

[Confidential]

[Confidential]

Confidential

Confidential