

Subject: Book Pricing update
Date: Sat, 03 Apr 2010 03:13:41 -0700
From: Eddy Cue <cue@apple.com>
To: Steve Jobs <sjobs@apple.com>
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We have reviewed all the books on Amazon and they have switched to agency with the publishers. Here is what they look like on Amazon. Note the disclaimer on each product detail page below ("This price was set by the publisher").

We are changing a bunch of Penguin titles to \$9.99 as I write this to because they didn't get their Amazon deal done.

Overall, our NYT bestsellers and new releases are the same as Amazon.

--- Eddy

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Exhibit 48
Cue
03/13/13
K. Schroeder
per rnr crrr