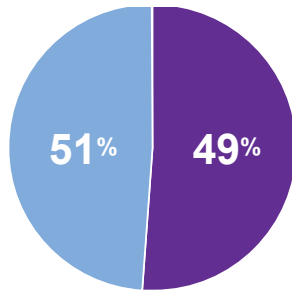


Canadian Apple Tablet Potential Buyer Profile

Profile of those "very" interested in an Apple Tablet

GENDER—NOT JUST FOR MALES...

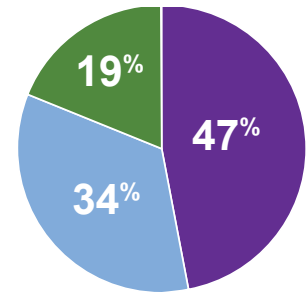


Female Male

AVERAGE AGE

33.5
years

HOW OLD ARE THEY?



12-29 30-49 50+

GADGETS THEY OWN

84% HAVE LAPTOPS

2.7 AVERAGE # OF COMPUTERS IN THE HOME



CURRENT WIRELESS CARRIER

32% ROGERS

29% Bell

13% TELUS

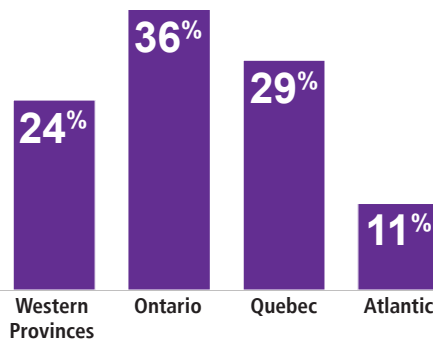
10% fido

AVERAGE DAILY TIME USING THE INTERNET

4.2
hours

20% ABOVE NATIONAL AVERAGE

POTENTIAL BUYERS LIVING IN...



ANNUAL INCOME

\$71,000

12% ABOVE NATIONAL AVERAGE