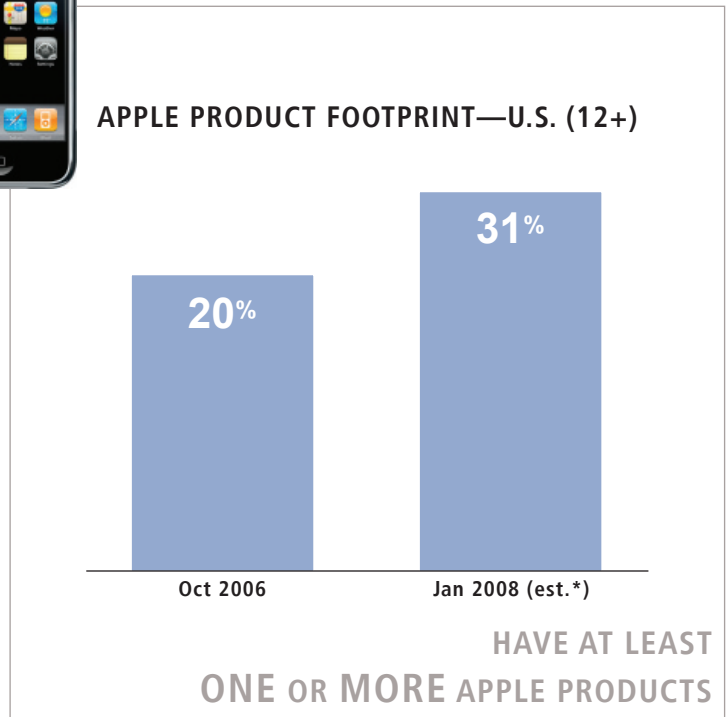
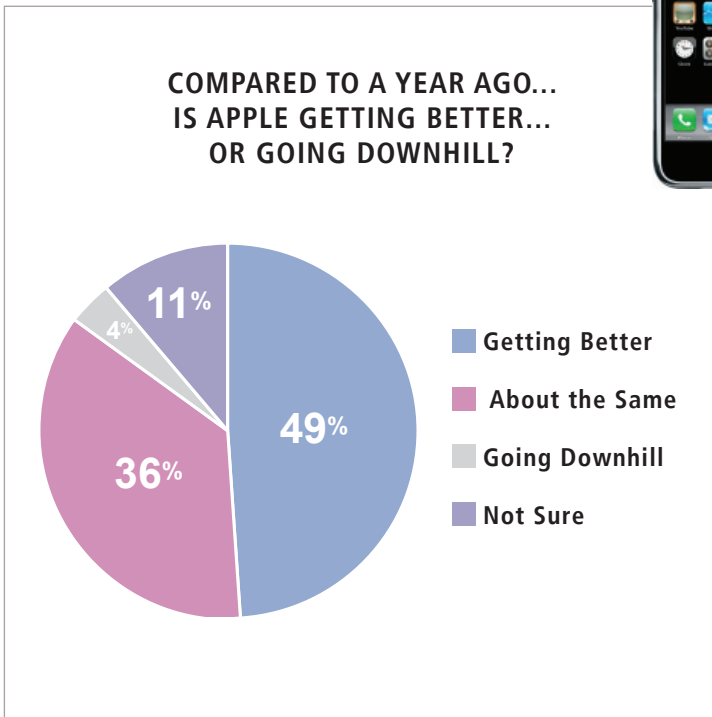
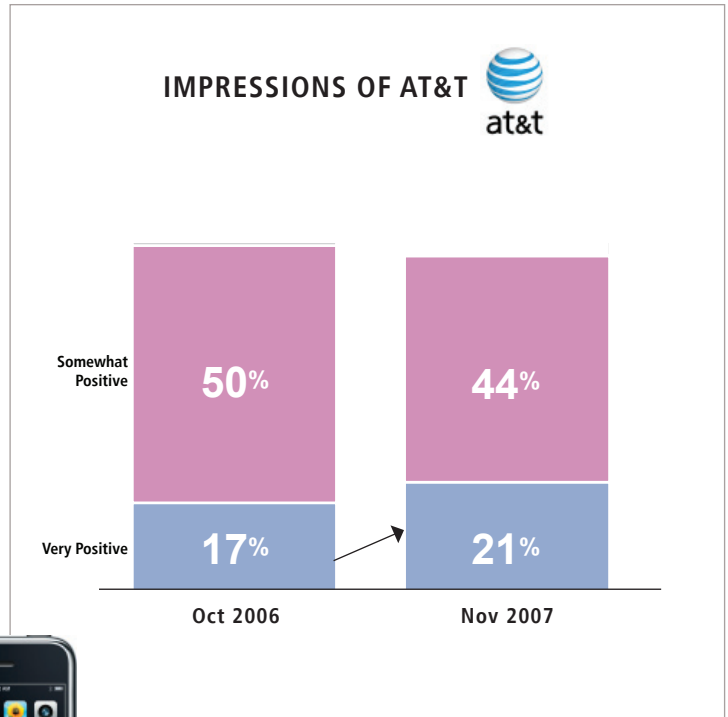
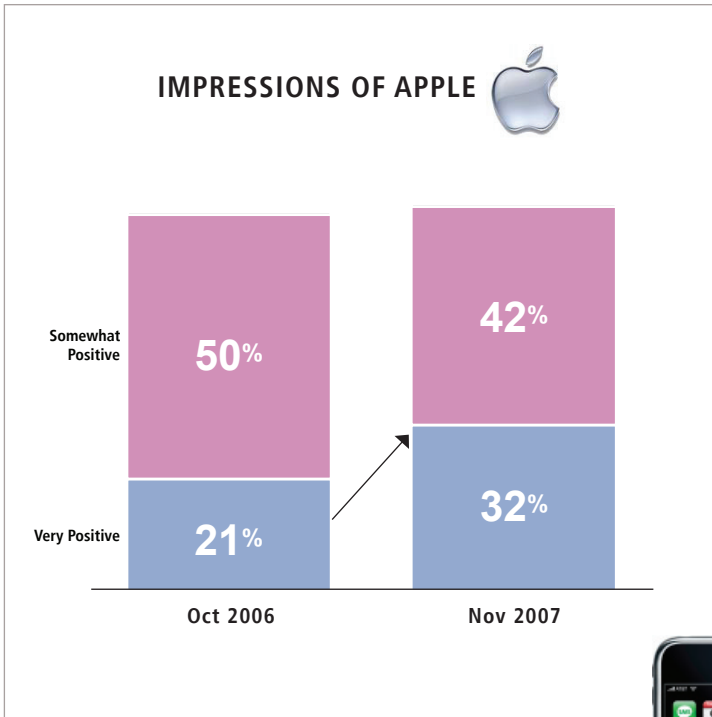


The iPhone Effect

32% of Americans have a "very positive" impression of Apple, up from 21% before the iPhone introduction—product footprint expands to 31% from 20%



This information comes from Digital Life America, SRG's independent syndicated trend study. The results are based on an online survey of American consumers in November 2007 (1,150) and are compared to a similar study in October 2006 (1,600). Digital Life America uses high quality, professionally-managed panels which represent the U.S. online population by age, gender, region, and ethnicity. To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research. For more information, go to www.srgnet.com