

ANNEX RESEARCH

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Thursday, June 12, 2008

Steve Jobs
Chairman & CEO
APPLE INC.
1 Infinite Loop
Cupertino, CA 95014

Subject: Re-Mac (a.k.a. iStore) bad customer service

Dear Steve,

As you may be aware, as an industry analyst, I am a great fan of your and Apple's creative leadership in this industry (see the Annex Research web site - www.djurdjevic.com- for related articles). As a customer and analyst, I had three unsuccessful attempts to scale the Vista. The experience convinced me I should give Apple a try. Due to my extensive travel, however, I have only recently been able to set some time aside to do that.

On May 29, I bought a MacBook Pro from Re-Mac, your dealer who is geographically closest to my home and office. What has happened since has been a horror story of poor service and lousy customer relations far worse than my last year's experience with Vista. Bottom line was that I returned the laptop for a partial refund (they kept \$800 of \$2,960 I had paid). If I didn't know your company better, I would just stay with Windows. But I am willing to give your Apple store in Phoenix a try (Jason Philo, Bus Mgr), if you can help me get my \$800 back.

I may write up eventually what happened with Re-Mac in more detail, but for now, I just wanted to make you aware that dealers like Re-Mac are a really BAD APPLE that are giving Apple a bad name. Nor is my experience unique. Jason tells me he has heard such sad tales from other customers, too. Which is a shame. You and your excellent products deserve better representiaion.

Regards,



Robert Djurdjevic, President

cc. Tim Cook, COO; Ron Johnson, Sr VP Retail