

Subject: Re: Apple PR Contact
From: Dbeck Confidential
Received(Date): Thu, 01 Nov 2018 05:05:24 +0000
To: "Steve Dowling" Confidential
Cc: Zita Confidential
Date: Thu, 01 Nov 2018 05:05:24 +0000

Thanks, Steve. We'll follow up with Amy.

Sent from my iPhone XS Max on iOS 12

On Oct 31, 2018, at 21:51, Steve Dowling Confidential wrote:

Sorry. We are just slammed with earnings and the product launches. Most of the teams are on the road.

Please reach out to Amy Bessette. She should have bandwidth but will need to be brought up to speed.

Thanks

On Oct 31, 2018, at 6:35 PM, Zita Confidential wrote:

Hi Steve and Doug,
Amazon is looking to have a conversation with us on the PR related to our deal as soon as possible. They too are just trying to formulate the right way to message our deal and timing. They are aware and sensitive to us having earnings tomorrow .

This conversation between us will be timely, starting Friday Amazon plans to start the clean up process and will start to reject a hundreds of resellers who are selling Apple products on Amazon today. (They are not authorized resellers by Apple so Amazon agreed to gate them) They think that will trigger press so want to align with us on the message etc.

Please let me know whom they should work with . I am happy to provide that person an update on our new agreements as well.

Thanks !
Zita

Begin forwarded message:

From: "Downer, Steve" Confidential
Subject: Apple PR Contact
Date: October 31, 2018 at 6:21:47 PM PDT
To: " Confidential

Cc: "Torgerson, Lori" Confidential
Confidential

, "Kroon, Catie" <

Hi Zita,

Per discussion, can you please connect Lori and Catie with the appropriate PR contact at Apple who would be familiar with the new program on Amazon?

-Steve

Steve Downer | Director, Consumer Electronics | Confidential
| www.amazon.com |