

Apple unveils special edition (PRODUCT)RED iPhone 8 and iPhone 8 Plus

All Apple (PRODUCT)Red purchases contribute to the Global Fund to Fight AIDS

Cupertino, California - April 20, 2018 - Apple Incorporated announces the release of their newest iPhone 8 and iPhone 8 Plus models in a black bezel and new red-finished aluminum design. Both models include a sleek and beautiful design powered by the most cutting edge technology. Special edition (PRODUCT) Red iPhones will be available for purchase online and in-store April 27th, 2018.

The iPhone 8 and iPhone 8 plus include a new durable glass back that enables wireless charging. Each phone's 4.7-inch and 5.5-inch Retina HD Displays include True Tone technology that create an immersive experience with iPhone. iPhone provides users with an advanced 12MP camera, wide camera angles, and optical zoom up to 10x for photos and 6x for videos. (PRODUCT)Red iPhones are powered by the A11 Bionic chip with speeds 70 percent faster than the previous A10 Fusion chip. iPhone 8's will be priced at \$699 while the plus model will have a starting price of \$799.

Apple has been partnered with (RED) over 11 years and remains the largest contributor with over \$160 million in donations to the (PRODUCT)Red Project. A percentage all (PRODUCT)Red purchases goes directly to The Global Fund to Fight AIDS that provides the necessary medical care, support, and counseling for people affected by HIV/AIDS in Africa. Apple alongside many other companies such as Starbucks, Nike, and The Coca-Cola Company have committed to pursuing a HIV/AIDS free world.

"Today's announcement is further evidence of Apple's leadership in and commitment to the AIDS fight since the beginning of (RED) in 2006," (RED)'s CEO Deborah Dugan said in a statement. "The more than \$160 million Apple has donated in the last 11 years today equates to more than 800 million days of lifesaving ARV medication that prevents the transmission of HIV from mothers to their babies. We're honored that Apple has dedicated its resources to our purpose, and can't wait to see customers bring our mission to life through the purchase of iPhone 8 and iPhone 8 Plus (PRODUCT)RED Special Edition."

About Apple:

Founded on April 1, 1976, Cupertino, CA, Apple Incorporated has grown into one of the largest technology companies in the world. Apple has repeatedly redefined how people interact with

technology. Initially starting with the Macintosh computer, Apple has continued to create innovative products such as the iPod, iPhone, iPad and the Apple Watch. Apple's goal of empowering people with well-designed technology is ingrained in the company by its mission statement, "Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad."

Apple products and company information can be found at www.apple.com.

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