

From: Philip Schiller [REDACTED]**Subject:** Urgent: Temple Jump !!!!**Received(Date):** Fri, 03 Feb 2012 10:23:15 -0800**Cc:** Eddy Cue [REDACTED], Greg Joswiak [REDACTED], "C.K. Haun"

[REDACTED], Henri Lamiroux [REDACTED], Ron

Okamoto [REDACTED], Emily Blumsack

To: Phillip Shoemaker [REDACTED], Matt Fischer

[REDACTED], Kevin Saul [REDACTED]

Attachment: Screen Shot 2012-02-03 at 10.17.35 AM.png**Date:** Fri, 03 Feb 2012 10:23:15 -0800

Privileged and Confidential

What the hell is this????

Remember our talking about finding bad apps with low ratings?

Remember our talk about becoming the "Nordstroms" of stores in quality of service?

How does an obvious rip off of the super popular Temple Run, with no screen shots, garbage marketing text, and almost all 1-star ratings become the #1 free app on the store?

Can anyone see a rip off of a top selling game? Any anyone see an app that is cheating the system?

Is no one reviewing these apps? Is no one minding the store?

This is insane!!!!!!

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