

From: Tammy Levine
Subject: Re: Forbes - Apple's App Store May Have Just Leaked Fortnite's New Map For
 â€Chapter 2â€™
To: Phil Schiller; Eddy Cue; Matt Fischer; Carson Oliver; Sean Cameron
Cc: Jeff Robbin; Mike Schmid; Ron Okamoto; Smokey Fontaine; Jon Gieselman; Steve McGuigan;
 Ricardo Cortes; Kristin Huguet Quayle; Fred Sainz; Katie Clark Alsadder; Vivi Du Pond; Trystan
 Kosmynka; Zach Friedland; Payam Mirrashidi; Paul Turner; Oliver Schusser; Tracey Hannelly;
 Shaan Pruden; Mark Grimm; Paul Ramsbottom; Tanya Washburn
Sent: October 11, 2019 3:49 PM (UTC-06:00)

Privileged and confidential

Publicly, Epic is not commenting. IGN reports they, "reached out to Epic for comment but Epic says it
 does not comment on rumors or leaks"

IGN - [Fortnite Chapter 2 Leak Suggests a New Map Is on the Way](#)



On Oct 11, 2019, at 2:27 PM, Carson Oliver <[REDACTED]> wrote:

Privileged and Confidential

+ Tracey

On Oct 11, 2019, at 10:57 PM, Jeff Robbin <[REDACTED]> wrote:

Privileged and Confidential

We are continuing to investigate the issue. We do not have root cause yet, so we
 cannot answer the second bullet just yet.

-Jeff

On Oct 11, 2019, at 1:43 PM, Mike Schmid <[REDACTED]>
 wrote:

Privileged and Confidential

Adding Oliver as well. Engineering should have an update for us
 today. Paul Turner and team have all the details and timeline from the
 developer side to help assess what happened.

We've just received the following message from Epic. App
 Store and Developer Relations are in lock step and have not
 provided any update verbally or otherwise since this morning.

"

PX-2273.1

Hello,

Given that we appear to have cleared any other possible leaking images/videos from App Store Connect, it would be great to talk about the next steps.

We have suffered a major blow to the unveiling of our next season. There were concerns about a leak coming from Apple in the lead up to the season, and those fears ended up being substantiated. The media damage alone is significant.

- What is Apple willing to do as a make good?
- How can this can be avoided in the future?

--

Haseeb Malik
Marketing Director
Mobile Publishing | Epic Games

â€œ

Thanks,

if, Mike Schmid | App Store | +1 551-265-5930 | One Apple Park Way, Cupertino, CA 95014

On Oct 11, 2019, at 1:12 PM, Ricardo Cortes

[REDACTED] wrote:

Privileged and Confidential

+Ron

On Oct 11, 2019, at 10:28 AM, Mike Schmid <[REDACTED]> wrote:

if, Privileged and confidential

Completely understood. Continuing to communicate that we are actively investigating.

Thanks,

PX-2273.2

Mike Schmid | App Store | +1 551-265-5930 | One
Apple Park Way, Cupertino, CA 95014

On Oct 11, 2019, at 10:24 AM,
Jeff Robbin

<[REDACTED]> wrote:

Privileged and confidential

Until we know what happened,
we should not speculate with
them.

Stay tuned.

-Jeff

On Oct 11, 2019, at
10:17 AM, Mike
Schmid

<[REDACTED]>
> wrote:

Thank you all.

Epic is quite upset
with us and isn't
like to be able to
confirm that this
was not a leak from
the editorial or app
review team (which
was their initial
claim).

Attorney Client Privilege

Tammy, do you
have any concerns
with that
communication?

Thanks,

PX-2273.3

© Mike Schmid | App
Store | +1 551-265-5930 |
One Apple Park Way,
Cupertino, CA 95014

On
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11,
2019,
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10:05
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Ricard
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On
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