

DEFENDANT A	United States District Court Northern District of California
	Case No. 4:20-cv-05640-YGR
	Case Title <i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No. DX-3448
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

From: Mark Rein <[REDACTED]>
Sent: Wed, 17 Jan 2018 23:16:56 +0000 (UTC)
To: Edward Zobrist <[REDACTED]>
Cc: Daniel Vogel <[REDACTED]>; Tim Sweeney <[REDACTED]>; Paul Meegan <[REDACTED]>; Zack Estep <[REDACTED]>; Donald Mustard <[REDACTED]>; Joe Kreiner <[REDACTED]>
Subject: Re: getting marketing out of Apple

That's great. We'll circle around with the execs as well.

On Wed, Jan 17, 2018 at 6:06 PM, Edward Zobrist <[REDACTED]> wrote:

Heads up that we're planning a road trip to show FNBR mobile to Google and Apple app store teams on February 1 to lay ground work for possible mid-Feb soft launch and some other stuff.

On Wed, Jan 17, 2018 at 5:56 PM, Mark Rein <[REDACTED]> wrote:

Is there anything we can do so Apple could get behind us in a major way?

I think there is and that's part of the agenda for February 12th when Kim, Tim and I are visiting them in Cupertino.

We're planning to show them the mobile version of FNBR. They're VERY interested in that.

We've also talked about the Mac situation and they're very interested in figuring out how to get Mac users playing the game.

So, I'm ON IT!

On Wed, Jan 17, 2018 at 5:34 PM, Daniel Vogel <[REDACTED]> wrote:

FNBR is a hot game and one of the few that supports Mac.
Is there anything we can do so Apple could get behind us in a major way?

Asking as the ROI on the Mac version is well below 1.

-- Daniel, Epic Games Inc.

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Mark Rein,
Epic Games, Inc.

Visit us at <http://www.epicgames.com>

--
Head of Mobile Publishing, Epic Games
[REDACTED]



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Mark Rein,
Epic Games, Inc.

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