

EXHIBIT B

iPad Media Coverage




Verdict Is in on Apple iPad: It's a Winner

By Edward C. Baig, April 2, 2010

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Personal Tech
Edward C. Baig



The new iPad from Apple may finally spark widespread consumer interest in tablet computing.

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THE BOTTOM LINE

Verdict Is in on Apple iPad: It's a winner
By Edward C. Baig, USA TODAY

Months of speculation, feverish lust, an überhyped prize that could disrupt the status quo of computing. You wouldn't be the first person to compare the run-up to Saturday's arrival of the iPad to the prelaunch mania that surrounded the iPhone. Apple's freshly conceived slate-style computer promises to influence the media, mobile entertainment and publishing industries the way its close cousin the iPhone has affected wireless.

The first iPad is a winner. It stacks up as a formidable electronic-reader rival for Amazon's Kindle. It gives portable game machines from Nintendo and Sony a run for their money. Very least, the iPad will likely drum up mass-market interest in tablet computing in ways that longtime tablet visionary and Microsoft co-founder Bill Gates could only dream of.

IPAD QUESTIONS: USA TODAY answers your iPad questions. TV: Watch Baig on ABC's 'America This Morning' Fridays 4:30 a.m. ET or check local listings.

For more than a decade, nobody, not even a deep-pocketed company like Microsoft, has successfully cracked the tablet market. Apple, based on my tests over several days, is likely to be the first. Back in 2001, Gates predicted tablets would be the most popular form of PCs sold in America within five years. That obviously didn't come to pass. Apple's roots with the form of computing date at least to its ill-fated Newton, an 1990s personal digital assistant pushed by then-CEO Steve Jobs and later killed by Steve Jobs.

These days, several large computing companies have given up or announced some sort of slate-type computer. Intel, Dell, Hewlett-Packard and Lenovo. Netbook pioneer Asus. But Apple's new tablet will do the most to spawn renewed interest in the category and could tap into markets as varied as medical education. This week, Pennsylvania's Seton Hill University announced plans to give every full-time student this fall a iPad. Piper Jaffray analyst Gene Munster expects 27 million iPads to be sold in 2010 and 8 million next year. Endpoint Technologies analyst Roger Kay ups the sum to about 4 million units the first year.

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"The first iPad is a winner."

"Apple's tablet is fun, simple, stunning to look at and blazingly fast."

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