

Estrich Declaration

Exhibit 17

AD TITLE	MEDIA	FILE NAME	DATE
ORIGINAL IPHONE ADS			
"Hello"	TV	APLNDC-X0000007528	March 2, 2007 (FY07-Q2)
"Never Been"	TV	APLNDC-X0000007533	June 5, 2007 (FY07-Q3)
"Calamari"	TV	APLNDC-X0000007534	June 5, 2007 (FY07-Q3)
"How To"	TV	APLNDC-X0000007535	June 2, 2007 (FY07-Q3)
"Surprised"	TV	APLNDC-X0000007536	June 30, 2007 (FY07-Q3)
"Watered Down"	TV	APLNDC-X0000007537	June 30, 2007 (FY07-Q3)
"All These Years"	TV	APLNDC-X0000007539	August 10, 2007 (FY07-Q4)
"Amazing OK Go"	TV	APLNDC-X0000007540	August 1, 2007 (FY07-Q4)
"Instead"	TV	APLNDC-X0000007541	August 1, 2007 (FY07-Q4)
"All the Parts"	TV	APLNDC-X0000007542	August 10, 2007 (FY07-Q4)
"One Thing"	TV	APLNDC-X0000007543	October 3, 2007 (FY08-Q1)
"My Show"	TV	APLNDC-X0000007544	October 15, 2007 (FY08-Q1)
"Delay"	TV	APLNDC-X0000007545	October 15, 207 (FY08-Q1)
"Meredith"	TV	APLNDC-X0000007546	October 9, 2007 (FY08-Q1)
"The Winger"	TV	APLNDC-X0000007547	October 15, 2007 (FY08-Q1)
"Mankind"	TV	APLNDC-X0000007548	October 9, 2007 (FY08-Q1)
"Brilliant"	TV	APLNDC-X0000007550	March 6, 2008 (FY08-Q2)
"Music Store"	TV	APLNDC-X0000007551	March 6, 2008 (FY08-Q2)
"Bet"	TV	APLNDC-X0000007552	March 6, 2008 (FY08-Q2)
"Facebook"	TV	APLNDC-X0000007553	March 6, 2008 (FY08-Q2)
"Cars"	TV	APLNDC-X0000007554	March 6, 2008 (FY08-Q2)
"The Great Thing"	TV	APLNDC-X0000007555	March 6, 2008 (FY08-Q2)
IPHONE 3G ADS			
"Hallway"	TV	APLNDC-X0000007558	June 10, 2008 (FY08-Q3)
"Vicinity"	TV	APLNDC-X0000007559	August 29, 2008 (FY08-Q4)
"Work Friendly"	TV	APLNDC-X0000007560	July 21, 2008 (FY08-Q4)
"Unslow"	TV	APLNDC-X0000007561	July 21, 2008 (FY08-Q4)
"Lonely Planet"	TV	APLNDC-X0000007562	August 20, 2008 (FY08-Q4)
"Cro-Mag"	TV	APLNDC-X0000007563	August 29, 2008 (FY08-Q4)
"Everyone"	TV	APLNDC-X0000007564	July 21, 2008 (FY08-Q4)
"Loopt"	TV	APLNDC-X0000007573	November 14, 2008 (FY09-Q1)
"Game Changer"	TV	APLNDC-X0000007574	October 30, 2008 (FY09-Q1)
"Shazam"	TV	APLNDC-X0000007575	November 14, 2008 (FY09-Q1)
"Urban Spoon"	TV	APLNDC-X0000007576	November 14, 2008 (FY09-Q1)
"Check"	TV	APLNDC-X0000007580	January 23, 2009 (FY09-Q2)
"Fix"	TV	APLNDC-X0000007581	March 11, 2009 (FY09-Q2)
"Read"	TV	APLNDC-X0000007582	January 26, 2009 (FY09-Q2)
"Student"	TV	APLNDC-X0000007592	April 2, 2009 (FY09-Q3)

IPHONE TELEVISION ADVERTISEMENTS

"Office"	TV	APLNDC-X0000007593	April 2, 2009 (FY09-Q3)
"Itchy"	TV	APLNDC-X0000007594	April 2, 2009 (FY09-Q3)
IPHONE 3GS ADS			
"Break In"	TV	APLNDC-X0000007595	June 15, 2009 (FY09-Q3)
"Skateboard"	TV	APLNDC-X0000007596	June 22, 2009 (FY09-Q3)
"Travel"	TV	APLNDC-X0000007606	July 31, 2009 (FY09-Q4)
"Nature Lovers, Pizza Lovers"	TV	APLNDC-X0000007607	September 18, 2009 (FY09-Q4)
"Avid"	TV	APLNDC-X0000007608	August 18, 2009 (FY09-Q4)
"Dine In, Dine Out"	TV	APLNDC-X0000007609	September 18, 2009 (FY09-Q4)
"Voice Control"	TV	APLNDC-X0000007610	July 16, 2009 (FY09-Q4)
"Share"	TV	APLNDC-X0000007611	August 17, 2009 (FY09-Q4)
"Copy and Paste"	TV	APLNDC-X0000007612	July 16, 2009 (FY09-Q4)
"Pass Test, Pass Time"	TV	APLNDC-X0000007613	September 18, 2009 (FY09-Q4)
"Gift"	TV	APLNDC-X0000007624	November 17, 2009 (FY10-Q1)
"Song"	TV	APLNDC-X0000007625	November 17, 2009 (FY10-Q1)
"Multipeople"	TV	APLNDC-X0000007626	November 20, 2009 (FY10-Q1)
"Where's the Movie"	TV	APLNDC-X0000007627	November 20, 2009 (FY10-Q1)
"12 Apps of Christmas"	TV	APLNDC-X0000007628	December 2, 2009 (FY10-Q1)
"Family Travel"	TV	APLNDC-X0000007650	February 19, 2010 (FY10-Q2)
"On Hold"	TV	APLNDC-X0000007651	February 19, 2010 (FY10-Q2)
"First Steps"	TV	APLNDC-X0000007652	February 19, 2010 (FY10-Q2)
"Backpacker"	TV	APLNDC-X0000007667	April 15, 2010 (FY10-Q3)
"Dog Lover"	TV	APLNDC-X0000007668	April 15, 2010 (FY10-Q3)
"Shopper"	TV	APLNDC-X0000007669	April 12, 2010 (FY10-Q3)
"Concert"	TV	APLNDC-X0000007670	April 2, 2010 (FY10-Q3)
"Commute"	TV	APLNDC-X0000007671	April 2, 2010 (FY10-Q3)
"Family Man"	TV	APLNDC-X0000007672	April 15, 2010 (FY10-Q3)
IPHONE 4 ADS			
"Haircut"	TV	APLNDC-X0000007680	July 12, 2010 (FY10-Q4)
"FaceTime AGD 60s"	TV	APLNDC-X0000007681	July 8, 2010 (FY10-Q4)
"Big News"	TV	APLNDC-X0000007682	July 12, 2010 (FY10-Q4)
"Meet Her"	TV	APLNDC-X0000007683	July 12, 2010 (FY10-Q4)
"Smile"	TV	APLNDC-X0000007684	July 12, 2010 (FY10-Q4)