

Mr. Tim Cook
CEO
Apple
One Infinite Loop
Cupertino, CA 95014

October 13, 2016

Dear Mr. Cook:

We applaud Apple's commitment to New York City. However, we note that while our city currently has 10 Apple retail locations, not one of those locations is in The Bronx. In fact, our borough is the only one without a single Apple Store.

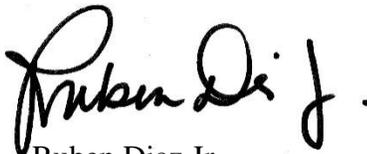
This is unfortunate, as our borough is ripe for Apple's business. A recent report by *Forbes* magazine found that, in the first two quarters of this year alone, your company sold more than 123 million iPhones worldwide. Tens of thousands of Bronxites are current Apple customers, and the release of the new iPhone 7 will likely drive that number even higher.

An Apple Store in The Bronx would complete your company's presence within New York City, while also allowing your company to become part of the continued positive transformation of our borough. Since 2009 The Bronx has seen more than \$9.493 billion in total development in all categories, and 54 million square feet of new construction. A new ground up regional mall, The Mall at Bay Plaza, opened in 2014 and is thriving with dozens of national tenants. In addition, we have successful retail strips across the borough, such as The Hub/3rd Avenue, Fordham Road and Kingsbridge/Broadway that feature some of the highest foot traffic numbers of any shopping location in the region. "Apple Bronx" would be a welcome addition to our portfolio.

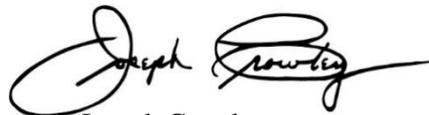
The continued growth and success of The Bronx requires strong partners in both the public and private sector that help to not only create new jobs and provide new retail opportunities, but also contribute to the rebranding of our borough. Few brands are as recognized and admired as Apple, and an "Apple Bronx" location would be another signal to the world that The Bronx is open for business.

It is time for The Bronx to get its bite of the Apple!

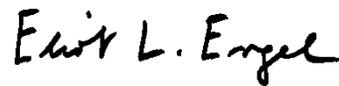
Sincerely,



Ruben Diaz Jr.
Bronx Borough President



Joseph Crowley
Congress Member



Eliot L. Engel
Congress Member



José E. Serrano
Congress Member



Jeffrey D. Klein
NYS Senate Coalition Co-Leader



Rev. Ruben Diaz
NYS Senator



Gustavo Rivera
NYS Senator



José M. Serrano
NYS Senator



Fernando Cabrera
NYC Council Member



Andrew Cohen
NYC Council Member



Vanessa Gibson
NYC Council Member



Andy King
NYC Council Member



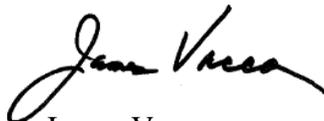
Annabel Palma
NYC Council Member



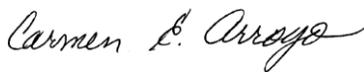
Rafael Salamanca Jr.
NYC Council Member



Ritchie Torres
NYC Council Member



James Vacca
NYC Council Member



Carmen E. Arroyo
NYS Assembly Member



Michael A. Blake
NYS Assembly Member



Michael Benedetto
NYS Assembly Member



Marcos A. Crespo
NYS Assembly Member



Jeffrey Dinowitz
NYS Assembly Member



Mark Gjonaj
NYS Assembly Member



Latoya Joyner
NYS Assembly Member



Victor M. Pichardo
NYS Assembly Member



José Rivera
NYS Assembly Member



Luis R. Sepúlveda
NYS Assembly Member



CARL E. HEASTIE
Speaker

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

Room 932
Legislative Office Building
Albany, New York 12248
518-455-3791
FAX: 518-455-5459

1446 East Gun Hill Road
Bronx, New York 10469
718-654-6539
FAX: 718-654-5836

250 Broadway, Suite 2301
New York, New York 10007
212-312-1400
FAX: 212-312-1418

September 30, 2016

Mr. Tim Cook
CEO, Apple
One Infinite Loop
Cupertino, CA 95014

Dear Mr. Cook:

I write to urge you to bring one of your Apple Stores to the great borough of The Bronx. It has been brought to my attention that New York City currently has 10 Apple retail locations, not one of those locations is in The Bronx. In fact, our borough is the only one without a single Apple Store.

The Bronx is home to more than 1.4 million people and I am certain that a significant portion of our residents own an iPhone. The release of the new iPhone 7 will likely drive that number even higher, however; Apple does not have a store in our community. Apple's presence in The Bronx will not only provide a significant portion of your customers with convenient access for new purchases and services but it will help the continued revitalization of the Bronx's economic development engine. Since 2009 The Bronx has seen more than \$9.493 billion in total development in all categories, and 54 million square feet of new construction.

Our borough is teeming with excellent sites for a Bronx Apple location. A new ground up regional mall, The Mall at Bay Plaza, opened in 2014 and is thriving with dozens of national tenants. In addition, we have successful retail strips across the borough, such as The Hub/3rd Avenue, Fordham Road and Kingsbridge/Broadway that feature some of the highest foot traffic numbers of any shopping location in the region. I am confident "Apple Bronx" would be a welcome addition to our community and I am certain Apple would find success in this venture.

As The Bronx continues its metamorphosis into an economic powerhouse, our growth and success requires close coordination with successful corporations like Apple so we can help bring new products to our 1.5 million customers. Your support will not only send a message to your customers that you are investing in their lives with jobs and opportunities but it will help your corporation further infiltrate the Bronx market. Few brands are as recognized and admired as Apple, and an "Apple Bronx" location would be another signal to the world that The Bronx is open for business.

Thank you in advance for your consideration of this request. Please feel free to contact me if I can be of any further clarification on this issue.

Sincerely,

Carl E. Heastie
Speaker