



JB HI-FI LIMITED  
14 SPINK STREET  
BRIGHTON VIC 3186  
PHONE: (03) 8530 7333  
FACSIMILE: (03) 9596 9816  
ABN: 80 093 220 136  
[www.jbhifi.com.au](http://www.jbhifi.com.au)

COMPANY ANNOUNCEMENT

23 October 2007

## JB HI-FI awarded APPLE

### “RETAILER OF THE YEAR”

### “iPod RESELLER OF THE YEAR”

JB Hi-Fi has taken out the two major awards at the annual Apple Channel Reseller Awards evening.

JB was awarded the prestigious “**2007 Retailer of the Year**” in recognition of the company’s success in retailing Apple products like the Mac and iPod. JB was also awarded the “**iPod Reseller of the Year**”. JB is Australia’s largest seller of iPod.

“We are honoured to have been recognised in this way by such an outstanding and innovative company like Apple” said Richard Uechtritz CEO. “The fact that more and more Australians are choosing JB to buy Apple is a reflection of our leadership in retailing technology and our strong business model”.

JB continues to grow market share in its new computer category and has now become the 3<sup>rd</sup> largest computer retailer in the country behind Harvey Norman and Dick Smith. “We are delighted to have done so well considering the company only entered the computer market a little over a year ago and we are yet to complete our rollout”.

Richard Uechtritz  
Chief Executive Officer

03 8530 7333

Enc. Awards

\*\*\* Company Announcement Ends \*\*\*

***JB....you’ve done it again!***



# 2007

## Retailer of the Year

Awarded to

**JB Hi-Fi**

In recognition of your commitment  
and contribution to the ongoing  
success of Apple.

Thank you.

Tony King  
Managing Director  
Apple Pty Ltd



# 2007

## iPod Reseller of the Year

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and contribution to the ongoing  
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Thank you.

Tony King  
Managing Director  
Apple Pty Ltd