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15 Percent of U.S. Mobile Worker Population Expresses Interest in Purchasing an iPhone

Research initiated by RDA Global and powered by GMI reveals potential for 7.2 million iPhone unit sales among workers who travel, work away from their office or telecommute

Houston, TX, July 2nd, 2007 – Market research firm RDA Global today released the findings of the first research conducted about the Apple iPhone among U.S. mobile workers. The survey, which polled 1,027 people in the U.S., was powered using respondent panels from GMI (Global Market Insight, Inc.), a provider of global market intelligence solutions. The report reveals that 15 percent of the 50 million mobile workers in the U.S. expressed interest in purchasing the iPhone, representing a total of 7.2 million potential iPhone unit sales among workers who either travel, work away from their office or are telecommuters.

Mobile workers that use Apple computers and iPods are most likely to be interested in purchasing an iPhone. “We expect Apple to capture sales from Blackberry, Treo and other high-end phone users – almost half of this group says that they plan to buy an iPhone,” explains Chris Seals, vice president of business development at RDA Global. “The survey responses indicate that the iPhone price of \$500 to \$600 is unlikely to deter the relatively better-off, young, well-educated and professional-type consumers, who tend to typically be Apple product fans.”

RDA Global’s research findings suggest that these younger consumers are willing to pay a 50% premium or more for iPhone features. There is also good news in the report for AT&T who will be providing the exclusive service contracts for the iPhone. The survey found that iPhone purchasers spend

almost twice the amount of time on their mobile device than is the case with those not interested in the iPhone.

“We expect the iPhone to have a substantial impact on how mobile workers currently communicate,” concludes Seals. “A 15 percent penetration of the mobile worker market in a short period of time could position the iPhone as the device of choice for the business segment of mobile hand-held products.”

A free executive summary of the study findings is available online at www.rdaglobal.com.

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About RDA Global

RDA Global provides ongoing strategic planning and consulting services based on primary market research, applied economic forecasts, and risk analytics. The company provides consulting services in the areas of strategic market assessment, economic analysis and business market research. RDA Global was founded by Oxford University Professor Raymond Duch in 1982. For more information on RDA Global Services, visit us online at www.rdaglobal.com or email us at info@rdaglobal.com.

About GMI

GMI (Global Market Insite, Inc.) is the only provider of integrated solutions for global market intelligence for market research firms and Global 2,000 companies. Solutions include market research software, desktop analysis tools, 24x7x365 service bureau, and one of the world's largest, highly profiled, double opted-in managed panels, providing reach to million consumers in 200+ countries. Founded in 1999 with world headquarters in Seattle, Wash., GMI has operations on five continents. In 2006, the company ranked #93 in *Inc. Magazine's* Inc. 500. For more information, please visit us online at www.gmi-mr.com or email us at info@gmi-mr.com.