

July 22, 2010

Andrew Hannush, President
Hannush Enterprises, LLC
345 Prado Way
Greenville, SC 29607
(864) 918-5992

Steve Jobs, CEO
Apple Computer, Inc.
1 Infinite Loop
Cupertino, CA 95014

RE: Apple iMac Lemon Issue

Dear Mr. Jobs,

Thank you for taking the time to read this correspondence. I want you to know, I write this letter in response to a call you made recently to all dissatisfied iPhone 4 users saying "we care about every user." If this is more than just rhetoric and is a true company philosophy, I would like to draw your attention to someone who wanted to be a satisfied customer, but who saw enough disaster out of one Apple machine to turn me into an effective evangelist against anything Apple.

I was a PC user since Windows 3.1, but when I was asked to take over the Art Director duties at my previous job in 2001, I was forced into using a Mac G4 tower. I was quite surprised at its ability to multitask and pleased with many aspects of the machine. It made me curious about Macs for my own uses.

A year later, the company I worked for was sold and I was laid off. I decided to start my own web development company and rather than buying a less expensive PC I decided to buy an \$1800 iMac. I was told a new operating system was coming out and it would be an exciting improvement over the last. I bought the iMac on October 13th, 2003. To my dismay, I found out the new operating system (OS X 10.3 "Panther") was being released a couple weeks later and that I just missed being grandfathered into an upgrade by 3 days. I was disappointed but what could I do?

Then the real problems began. Within the first 3 months I had taken the iMac back to CompUSA to try to fix an extremely noisy fan three times. They never solved it. I found a similar duct-tape type solution offered on a forum, but this didn't work either. I could never run more than a program at a time and many times they'd lock up. Then I bought and installed Mac Office because Open Office was not completely compatible with that version of the OS. Sadly, I couldn't use it because every time I hit the tab key on Excel, the Office would crash. Meanwhile, the hardware was breaking down...we discovered it had a bad DVD/ROM in the first few weeks. Yes, it was easy to send the part back and install the new one, but it was a hassle for a brand new machine. Then the RAM went bad, the monitor had issues and finally the power supply gave out. This was all within the first year.

My plan was to make the iMac my main computer, but after installing Adobe Dreamweaver and finding it crashed the application and made the fan sound like a Cessna, I gave up. So, I decided to use it for graphics and Flash,

but every time I would have Finder opened and would save a change in Adobe Fireworks, Finder would crash. As it turned out, I just ignored that \$1800 iMac for a long time and just used my PCs. I finally found a use for it. I loaded it up with music and used it as a \$1800 music player. Yes, it was still a bit noisy and at times it would lock up on iTunes, but I could at least try to do something with it.

When Snow Leopard came out, someone convinced me it would probably solve the problems I was having. I spent \$129 on that upgrade last year (with no improvement in the problems of Office, Finder, the fan, etc.), then my power supply gave out a couple months later. Now my iMac now sits in the corner as a paper weight reminder to me and any customers that come in to visit me of all of the troubles I've had with it. At this point, I'll be damned if I'll sink another penny or minute of time into it.

Needless to say, when Apple started running those Mac vs. PC commercials, I saw red. Everything you were touting about Macs I was finding the opposite experience. It put me on a mission to repeat this story I'm telling you to anyone who gave even an inkling of considering a Mac purchase. I have been quite convincing over the years and this story is an eye opener to many.

Then I saw your press conference on July 16th. I was impressed by your willingness to satisfy customers and make things right for iPhone users. It is the only reason I take an hour today to sit down and write you this letter.

I would have been much happier if after the third or fourth time I took the iMac back to the store (in under a year) it was replaced as a lemon. It would have saved me a lot of aggravation; it might have kept me buying more Mac's for my office in the future (I have bought 4 PC's since then and intend on buying more in the next few weeks), and it wouldn't have turned me into an evangelist against your products. I don't know how best to make this bad situation good. At this point I don't see any reason to ever "try" a Mac again with my own hard earned money. And it has been many years since I bought it so I can't really suggest a return or refund now.

It may just be lesson learned. But I wanted you to be aware of the problem and let you know there are a few of us out here who feel we have been burned and that your response to those with faulty iPhones, iMacs or any of your products can have long term affects on the grassroots reputation of your company. I do hope that you follow through with your philosophy of caring for every user of your products. Again, I thank you for your time.

Respectfully,

Andrew B. Hannush
President
Hannush Enterprises, LLC