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March 19, 2007

Mr. Steve Jobs
Apple Computer Inc.
1 Infinite Loop
Cupertino, California 95014

Dear Mr. Jobs;

As you know, our global environment faces a rising tide of toxic laden electronic wastes (e-waste) from computers and cell phones. Over the past 10 years the life span of these products has fallen by more than half. As a result of increasing sales and high product turnover, the United Nations Environment Program estimates that up to 50 million tons of e-waste is generated each year globally and much of it ends up in scrap yards in Asia, Africa and the developing world.

Recently, we have publicly praised Apple's creative design (www.greenmyapple.org) but we have also challenged Apple to take the lead in applying its innovative genius to the production of toxic-free products. As a leading innovator in this field, we fear that Apple's conspicuous absence as a front runner in marketing toxic-free products could slow the progress that other companies are making in phasing out these substances. Currently Apple comes in dead last in our quarterly ranking guide (**attached**) of publicly available industry policies. The next update of this ranking will be in late March.

Recycling alone will not address the pollution that is choking the air of children working in smoldering scrap yards in Asia and the developing world. The worst of these chemicals are very persistent when released into the environment and can bio-concentrate in animals and people by a factor of more than 100,000. In other words, seemingly small amounts of these chemicals, such as dioxins, brominated flame retardants (BFRs) and heavy metals such as mercury, can concentrate in our food and bodies at levels associated with serious health effects.

Only by eliminating the use of toxic substances in new computers and cell phones will the recycling of e-waste ever be clean or practical. We urge you to apply Apple's creativity to build in green product design so that new chemicals or materials will also meet toxicity criteria as well as your own high performance standards. This will make it clear to your suppliers that Apple demands toxic-free components and motivate them to "leap frog" to greener designs.

Other important stakeholders also want Apple to be a green leader within the electronics industry. For the 2007 Apple shareholder meeting this spring, two leading socially responsible investor (SRI) groups, Trillium Asset Management and As You Sow have filed two modest shareholder proposals. The Trillium proposal asks Apple to assess the phase out of toxic chemicals to become a more competitive "leader in the use of safer materials" (including a more rapid phase out of PVC plastics and BFRs) in all Apple products. The As You Sow proposal asks Apple to make their computer take-back and recycling program more ambitious (including the creation of computer take-back centers in stores and clarifying whether Apple supports strong take-back legislation such as individual producer responsibility). Unfortunately, even these limited proposals are opposed by the Apple Board of Directors.

Greenpeace has been in communication with Apple since 2003 about a more fundamental shift by Apple to take the lead in applying its innovative genius to the production of toxic free products and recycling. This campaign has featured a new web site (www.greenmyapple.org) which has received widespread praise from Mac users around the globe. However, we fear that Apple's conspicuous absence as a front runner in marketing toxic-free products could slow the encouraging progress that other companies are making in phasing out these substances.

While we are encouraged that Apple's web site says Apple is seeking alternatives to PVC and BFRs, last year Dell set a date of 2009 to eliminate both of these same toxic materials from all of their products. Apple has yet to set a date for the elimination of PVC and BFRs. Given Apple's leadership in technology, it should be the first to put products on the market that are PVC and BFR free.

The launch of the iPhone offers Apple a unique opportunity to combine innovative technology with green design. Unfortunately, the iPhone will contain a non-replaceable battery similar to the iPod. This could mean the iPhone will have to be returned when the battery is no longer rechargeable. If sales of the iPhone are as successful as anticipated, it could also represent a new wave of toxic e-waste when the first generation of iPhones are discarded.

We urge you to immediately adopt public policies that combine a commitment to phase out toxic chemicals in all products with a global computer take-back and recycling program. In so doing, Apple could become the industry leader in green design.

First steps toward this policy should include:

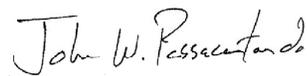
*** Putting products on the market that are free of the worst toxic materials, such as PVC and BFRs (including TBBPA) and therefore lead the way among the largest computer manufacturers.

*** Implementing computer take-back and recycling worldwide (and from all points of sale) and support legislation such as Individual Producer Responsibility (IPR), as Dell and HP have done and are lobbying for nation-wide.

We look forward to working with Apple to implement policies that will make Apple the leading manufacturer of environmentally sound products in the electronics industry.

Thank you.

Sincerely,



John Passacantando
Greenpeace USA

CC:

Board of Directors
Apple, Inc.