

# Apple marks 50 billionth app with big prize (Update)

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The California-based maker of iPads, iPhones, iPods and Macintosh computers said that it gave a \$10,000 App Store gift card to an Ohio man who downloaded the 50 billionth app—a free word game called Say the Same Thing.

"We're absolutely floored to cross this milestone in less than five years," Apple senior vice president of Internet software and services Eddy Cue said in a statement.

"The App Store completely transformed how people use their mobile devices and created a thriving app ecosystem that has paid out over nine billion dollars to developers."

People are downloading mini-programs from the App Store at an average rate of 800 per second, according to Apple.

Apple opened the virtual doors of its online App Store in July of 2008 with 500 apps for the company's coveted mobile gadgets.

The online store is now stocked with more than 850,000 apps for iPhones, iPads, or iPod touch devices powered by Apple's iOS operating system.

"The App Store has been integral in getting us into the hands of millions of iOS users and has transformed our business," said Elizabeth Francis, chief marketing officer at designer fashion flash-sale website Gilt.com.

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