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## Apple Inc. (AAPL)

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<a href="#">4 Quarters</a>	<a href="#">20 Quarters</a>	<a href="#">5 Years</a>

OC/FC/EBITDA Charts		
<a href="#">20 Quarters</a>	<a href="#">5 Years</a>	<a href="#">Growth Rates</a>

Company	
<a href="#">Profile</a>	<a href="#">News</a>

### OPS Ranking Upgrade for Apple

05/14/2007

Sarasota, FL, May 14, 2007-Apple Computer, Inc. (NASDAQ:AAPL) reported positive OPS (Operational-cashflow Per Share) for its quarter ended March 31, 2007 and StockDiagnostics.com has upgraded its OPS Ranking to "1" from its previous OPS Ranking of "2". Apple's OPS Ranking of "1" is its highest over its previous year.

The OPS RankingTM upgrade was based on Apple's recently filed Cash Flow Statements for its quarter ended March 31, 2007. The company's computed OPS TM (Operational-cashflow Per Share) for the quarter was \$0.83 per share as compared to \$-0.14 per share for the comparable year earlier quarter. OPS for the most recent 12 months ended March 31, 2007 was \$5.23 per share as compared to \$1.59 per share for the 12 months ended March 31, 2006. OPS for Apple's trailing twelve months reached a nine year high.

The shares of Apple were recently trading at \$108.74 which is within 1% of their ten year high of \$109.13 on May 11, 2007.

StockDiagnostics.com has issued 1102 OPS Ranking upgrades for 2007. This compares with 1046 OPS Ranking upgrades in the same period last year. For all of 2006, there were 3450 OPS Ranking upgrades.

About OPS RankingsTM changes -- OPS Ranking upgrades and downgrades may predict changes in the momentum of a company's stock price and its inherent or presumed financial health. All OPS Ranking downgrades, even a downgrade from the highest OPS Ranking of "1" to the second highest OPS Ranking of "2" should be treated with equal caution. Similarly, all OPS Ranking upgrades should be considered as equally positive. Even an upgrade from the lowest OPS Ranking of "8" to the second lowest OPS Ranking of "7" can be treated with guarded optimism.

About OPS RankingsTM -- StockDiagnostics.com monitors Operational cash flow Per Share ("OPS") for over 7,000 publicly traded companies and assigns them an "OPS Ranking", which measures the long term risk associated with a company's ability to remain in business. A company's "OPS" logically falls into a mathematical sequence that ranks it into one of eight distinctive

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"risk" categories. Each of the categories is based on a company's operating cash flow for each of its last 4 quarters and its cumulative operating cash flow for its most recent 12 months. OPS Rankings are upgraded, downgraded or reiterated each time a company files a quarterly report and at any time that its financial statements are amended. Statistical research on OPS Rankings is available at <http://www.StockDiagnostics.com/marketnews>.

About StockDiagnostics.com -- StockDiagnostics.com monitors 1,801 data points on over 10,000 publicly traded companies. It has a proprietary data refinery that automates the process of collecting, sorting and organizing large amounts of securities pricing and financial data into comparative financial ratios. These ratios are used to identify Financial Statement anomalies and securities pricing variances to monitor changes in the performance of public companies. Go to <http://www.StockDiagnostics.com/marketnews> for a description of StockDiagnostics.com's patent-pending technical applications, such as OPS, OPS Rankings, The EPS Syndrome and more. Full details are available at <http://www.StockDiagnostics.com/marketnews>.

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