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Apple set to reach 1 billion app milestone

Just a mere couple of million to go

by Stuart Miles published on 23 April 2009

Apple is set to announce later today that it has sold over 1 billion apps from its App store for iPhone and iPod touch users.

According to the counter on the company's website, the iPhone maker is currently just 3 million away from reaching the big number.

Based on the current sales rate the company should sell the 1 billionth app sometime around 5pm on Thursday, nicely timed to coincide with 9am PST when the Californian company gets into work.

Apple announced a push to sell 1 billion apps earlier this month, and since 11 April has shifted almost 65 million as people try to customise their phone.

Apple has said that anyone downloading an app before the company reaches the magic number will be in with a chance of winning a \$10,000 iTunes Gift Card, an iPod touch, a Time Capsule, and a MacBook Pro.

Those keen to enter without laying out any cash could opt for one of the top 20 free apps within the store. Suggestions include Facebook, iPint, Google Earth, PAC-Man lite and Touch Hockey: FSS.