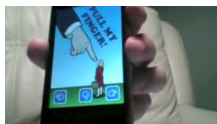


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By: Filip Truta, Apple News Editor



Screenshot from the demo video of 'Pull My Finger' YouTube

## [Apple Rejects Funny iPhone App](#)

*Not the first time Apple 'has its reasons' for pulling an app from the App Store*

It is no longer uncommon to hear that Apple, for one reason or another, decides to [deny an app's presence](#) on the iTunes App Store. Apps get pulled because of certain copyright claims, others because they're offensive, and so on. This one in particular got pulled because Apple thought it was of "limited utility."

Limited utility! In other words, "we at Apple consider that fart noises coming from the iPhone are actually pretty cool, but, unfortunately, we also have strong reasons to believe that the app will not appeal to a broad range of users." All jokes aside, here's the real e-mail the developer of Pull My Finger got from Apple, upon sending in his app for approval.

Hello Developer,

We've reviewed your application Pull My Finger. We have determined that this application is of limited utility to the broad iPhone and iPod touch user community, and will not be published to the App Store.

It may be very appropriate to share with friends and family, and we recommend you review the Ad Hoc method on the Distribution tab of the iPhone Developer Portal for details on distributing this application among a small group of people of your choosing.

Regards,

Victor Wang

Worldwide Developer Relations

Apple, Inc.

Besides making a demonstration video available, which you can watch just below to hear Wang express his discontent towards Apple's decision to reject the app, the developer has also has set up a plea-page, which says loud and clear "Apple: please allow 'Pull My Finger' into the App Store!"

Describing Pull My Finger as "a juvenile but harmless application," the developer hopes to attract iPhone users who would, indeed, download the app, in an attempt to "show Apple they're wrong," and "that there's a demand for Pull My Finger." To have a closer look at / to join the campaign pledging (to spend up to \$0.99 cents if PMF is accepted to the iTunes store) click [here](#). Be sure to also tell us what you think about Apple's decision.