

PLAINTIFF'S  
EXHIBIT

437

Comes v. Microsoft

From lewisl Wed Oct 24 14:33:33 1990

To: bradsi hankv jonro josephk mikemap peteh richab ruthannl

Subject: Re: Our conversations today regarding Win apps direct programs

Date: Wed Oct 24 13:31:15 1990

Why not skip the test and allow it to be offered only at SRP? An MS designated fulfillment house fulfills regardless of ISV. ISV gets 20% of take for its trouble, but doesn't have to pay us up front to buy Windows.

Balance of margin is ours. If we want, we can pay hush money to dealers (or not). Channel may be mad, but is really unthreatened because they sell for much less.

Goal isn't really to make money. Goal is to make direct offers possible for Win apps to customers beyond the small group of the converted.

All that we end up testing is whether \$249 "impulse" offers work. Your guess is as good as mine.

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