

GO Corporation Confidential

Mar 5, 1994

November 7, 1990

To: Sue King  
Cc: Mike Quinlan  
From: Jerry Kaplan  
Subject: Why we want Jim Cannavino to speak at our announcement

Sue -

Dan'l told me that you inquired about why we are requesting that Cannavino personally appear at the GO announcement in January. I'd like to clarify that briefly.

As you know, we are in a race with Microsoft. Over the past few months, we have lost a lot of momentum with the key constituencies - ISVs, and other potential Penpoint licensees (hardware companies). Many organizations are taking a "wait and see" attitude, or worse, are signing up with Microsoft. There are several reasons for this:

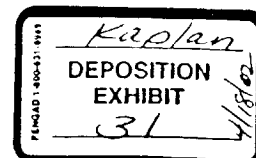
1. The message from IBM is not coming through clearly at this time. What the potential licensees want to hear is that IBM has looked into this area, selected GO over Microsoft, and is not hedging its bets by also working with Microsoft at this time. They also want to see that IBM senior management is committed to the GO program, and that Penpoint hardware will be forthcoming from IBM.

2. Microsoft has been pitching hard, raising a lot of doubts and confusion in people's minds. Bill Gates has been personally visiting and pitching these companies, and has access to levels of management that are not accessible to GO.

The January event is what we are doing about this. At that time we will:

- \* Announce the availability of the developer system.
- \* Show Penpoint publicly for the first time.
- \* Announce the first Penpoint application from an ISV (Slate).
- \* Reinforce the IBM messages.

We are also investigating showing a variety of sample applications of other customers, VARs, and ISVs, and are working to get some other licensee to sign up and announce at that time.



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Jim's presence is a necessary counterweight to the personal interest that Bill Gates has taken in this area. Without that, I feel that the IBM messages will not be taken as seriously as we need.

This is the time we need Jim's personal help! Your support for this would be greatly appreciated.

Thanks,

Jerry