

planning activity that I have not yet been as involved with to date.

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From richt Sat Apr 13 09:31:54 1991
To: bradsi jonro richab
Subject: Re: Offering Windows in direct upgrade offer
Date: Sat Apr 13 09:29:03 1991

> From mikemap Fri Apr 12 15:13:22 1991
To: josephk
Cc: hankv jonre markk mattmi peteh richt ruthannl
Subject: Re: Offering Windows in direct upgrade offer
Date: Thu Apr 11 14:07:42 1991

OK on the test.

concerning 5, we should not buy from Distribution, but offer the same price that they do plus a small handling fee. There is no reason to funnel money to them.

SteveB said he wants to offer the same deal to ISVs last weekend. I dont know where this stands now.

> From josephk Fri Apr 12 13:23:12 1991
To: hankv mikemap peteh
Cc: jonre markk mattmi richt ruthannl
Subject: Offering Windows in direct upgrade offer
Date: Fri Apr 12 12:18:55 1991

Mike,

Here is the current thinking/situation with offering Windows:

- 1. We think offering Windows along with an app may be the key to a successful formula for direct selling to the 123, WP base. We want to only offer Windows bundled with an app, never alone, in order to maximize app purchases and minimize Windows non-usage.

EXHIBIT
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KRAWCEK 5/11/01

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2. There is no time to do a meaningful test before July. Neither our consultant nor O+M would do it. July 1 is the earliest we could test this in a meaningful way, which also may be the day the upgrade program starts if WordPerfect ships.
3. Therefore we would like to go ahead and include the Windows offer in all the mailings we are developing for target audiences that do not have Windows.
4. The Windows group does not want to formally let ISV's distribute Windows. But, as per Billg's mail, it is likely that they will allow ISV's to buy from distribution.
5. To be even-handed, we should follow the same procedure, perhaps doing a transaction with IMD to show no preferential treatment.
6. We are meeting with Legal on Wed to discuss.
7. SteveB, BradSi are out now but back next week, we need to coordinate with them.

Thoughts?

Joe

152
From beng Sat Apr 13 11:44:52 1991
To: bradsi
Cc: kathrynh
Subject: Your mailing address, please
Date: a lovely Friday afternoon

Kathryn and I would like to send you an invitation to our belated wedding reception and summer festival, this 1 June in our Wallingford manse.

Could you please send us your mailing address?

Thanks,
Kathryn & Ben

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