

**PLAINTIFF'S
EXHIBIT**
727
Comes v. Microsoft

Non-responsive material redacted

**DEPOSITION
EXHIBIT**
93
11/2/01
RAIKES
dep

From chrisp Thu May 9 14:49:45 1991
To: hankv joure lewisl

MS 5047796
CONFIDENTIAL

Cc: jeffr mikemap peteh
Subject: Re: \$129 offer in each box
Date: Thu May 09 14:47:23 PDT 1991
Mail-Flags: 0000

I talked to Jeff and Pete and they would like to see this happen. It should be part of the July 1 promotion. The offer will require the person to state they own a competitive product.

If people want to do the ultra simple approach we will literally just stick the Excel mailer in the Word box and the Word mailer in the Excel box, beginning with builds that will ship July 1.

From melindaf Thu May 9 16:48:49 1991
To: mikemap
Subject: Re: smart bundle
Cc: melindaf susanb
Date: Thu May 9 16:45:23 1991
Mail-Flags: 0000

Smart Bundle is doing little in the retail channel. At the approximately 40 Mac-intensive dealers we visited during the Fall we saw almost no copies of the Smart Bundle. Connecting Point of America, Apple's largest Mac reseller acct, had an exclusive on Smart Bundle during most of last Fall (CP even produced marketing materials to support the bundle), but many CP outlets chose not to carry the bundle because they thought it was silly and instead they sold the Mac Works with Quicken SKU.

More recently our reps report seeing the Smart Bundle in the various outlets, because they think the distributors are doing a major push to get rid of it; however, the reps report the bundle is just sitting on the shelves and not moving. The RSPs don't like the bundle (At the same time the RSPs are also mentioning to our reps though, that Mac Works needs updating).

Smart Bundle is occasionally mentioned in a product photo/descriptor in the big Mac mail-order catalogs, but other than that, it hasn't done much. The trade magazines unanimously panned it as a hacked "integrated" product. Only Macuser, in an article on entry-level word processors, thought it was a good value.

>From mikemap Thu May 2 11:23:01 1991
To: melindaf susanb
Cc: jeffr
Subject: Re: smart bundle
Date: Wed May 01 10:16:59 1991

do we know how this is doing. Is it hurting Works?

JeffR, how would SPA view it in the data?

>From w-pamed Wed May 1 09:53:26 1991
To: mikemap
Subject: Re: smart bundle
Cc: w-pamed

MS 5047797
CONFIDENTIAL