

From: Brad Silverberg
To: Brad Chase
Subject: RE: Sears win
Date: Monday, June 01, 1992 7:46AM

good news.

why was oem sales not able to make the sale by themselves?

From: Brad Chase
To: Brad Silverberg
Subject: FW: Sears win
Date: Friday, May 29, 1992 6:38PM

this is a big big win as dr was on all these systems and we were not being successful getting MS-DOS on the machines. i have asked jonk to provide details of what happened in email and copy you. i assigned this to him to try and resolve and he did a good job

From: Don Hardwick
To: Brad Chase
Cc: George Downing; Jon Kechejian; Peter Braman; Richard Fade
Subject: Sears win
Date: Fri, May 29, 1992 4:39PM

We just signed Sears to provide MS-DOS 5.0 with 75K-150K Dauphin notebooks for the US Navy Laphald II Contract. This is a three year deal for MS-DOS on every system. This Contract was originally awarded to Sears to supply Dauphin notebooks with a competing operating system.

Sears was ready to ship with a competitor, but changed to MS-DOS. Jon Kechejian made the difference in getting these guys moved to MS-DOS—we would not have been able to put together this deal without his help.

Thanks for a job well done.

-Don

From: Brad Silverberg
To: Bill Gates
Subject: FW: Update on overall Windows 3.1 sustaining marketing
Date: Monday, June 01, 1992 7:48AM

here is a summary of some of the recent activities.

From: Richard Tong
To: Windows Focus Squad; Windows Product Press Calls; WIN Marketing
Cc: Richard Tong
Subject: Update on overall Windows 3.1 sustaining marketing
Date: Friday, May 29, 1992 6:49PM

There have been lots of things going on with Windows 3.1 marketing and OS/2 attack. Lots of mail on winsquad and other alias. Here is a quick summary month to date.

This month, we've been super focused on continuing Windows momentum, getting reviews right and launching corporate account. Here are the big things we've been doing:

- PR. Two big things. Getting NSTL and Infoworld reviews done and in our favor. Second, maintaining Windows momentum through a series of press releases and tours. while fudding OS/2. We just finished visits with NSTL and trade weeklies and monthlies this week.
- Corporate Accounts. All competitive and Windows 3.1 technical white papers are now in the field including 3.1 vs. OS/2, NT vs. OS/2, Reliability, TrueType, OLE, Multimedia, Disk Access, 3.1 Evaluation guide, 3.1 Overview. Right now, Richta is on a 200-plus site tour presenting our test data. We have delivered OS/2 2.0 GA test results to the field.
- Advertising. Completed two sets of Ask Patty ads. Completing the Blue janus ads. Final results from XXCAL will be in this weekend. Expect to easily deliver 5x faster on Mod 57's.
- Reseller. Two things here. Completion of sell-in of

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EXHIBIT
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8/2/01
Hardwick

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