



Implement a PR program focusing on communicating the future of MS-DOS to pave the way for the introduction of MS-DOS 6 this winter and Cougar/Jaguar later next year. Illustrate how MS-DOS will become "ubiquitous" -- with its platforms extending from palmtops to workstation applications to niche applications like Sony's DiskMan and controller cards-- thereby making it the first truly universal operating system.

**Objectives:**

Raise editorial awareness about the importance of MS-DOS in Microsoft's long term strategies.  
Quell any fears that MS-DOS will go away, or that it is a operating system dead-end.  
Help the editorial community (and thus users) understand Microsoft's long term commitment to MS-DOS.  
Demonstrate that MS-DOS has a path for both the Window and the character-oriented user.  
Pre-empt the introduction of DR DOS 7.0, which is expected this fall

**Messages:**

MS-DOS is alive, well, prospering and has an important future.  
MS-DOS will continue to develop into a more robust operating system.  
MS-DOS is strategic to Microsoft's operating system product line and part of a coherent Microsoft operating system strategy.

**Audiences:**

Monthly and weekly PC trade press editors  
BYTE, Owen Linderholm  
Computerworld, Chris Lindquist  
Computer Reseller News, Tom Smith  
InfoWorld, Stuart Johnston  
PC Magazine, Robin Raskin  
PC Week, Paul Sherer  
PC World, Russ Glitman  
PC/Computing, Chris Barr

Key PC columnists  
Associated Press, Bart Ziegler  
Los Angeles Times, Larry Magid  
New York Times, Peter Lewis  
San Francisco Chronicle, Don Clark  
San Francisco Examiner, Paul Freiberger  
San Jose Mercury News, Lee Gomes/Rory O'Connor  
USA Today, John Schneidawind  
Wall Street Journal, Paul Carroll?

Key Analysts  
Dataquest, Andy Seybold  
Forrester Research, John McCarthy  
Gartner Group, Mike Schneider  
InfoCorp, Bill Higga  
International Data Corporation, Nancy McSharry

Major Publications in Secondary Markets  
Home Office - Home Office Computing

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MIS - Datamation, Information Week  
Networking - Network Computing, Network World

Tactics:

Two one-week press tours -- one mid-summer and one early next year -- to meet one-on-one with the key industry influentials. Each tour should focus on what will be happening to MS-DOS in the next six months, but also have some strong allusion about MS-DOS functionality beyond that time frame. The purpose of the first tour will be to break ground for the Astro announcement in the winter, while the second will serve to reinforce the first and to hint at future functionality.

User story placement -- developing and placing MS-DOS related stories in key publications, both trade and vertical, to communicate that corporations have a large investment in MS-DOS and will continue to trust in it. Develop user profiles?

Wild Ideas:

Back to the Future mailing - comic book or something. Develop adventures of Marty McFly as he travels back to the past to investigate the history of the computer industry. How have past events in computer industry affected us today? What if they were different? For example, what if other companies didn't jump on the MS-DOS bandwagon in 1981 -- would the computer revolution have ever started if the compatible market didn't? MS-DOS is a long-term player so we can speak with authority since we may have "been there".

Star Trek theme - again, something with the future in anecdotal form.  
Baseball trading cards - user profiles with bubble gum. Or MS-DOS cards with neat batch files, MS-DOS encyclopedia information, explanation of commands, etc.

Materials for First Tour:

Microsoft Operating System Backgrounder -- an 8-10 page document describing the Microsoft operating system strategy and how MS-DOS, Windows and Windows NT fit within this strategy, as well as their respective market positions.

"The Future of MS-DOS" Backgrounder -- a 5-8 page document describing the dynamics of MS-DOS development. The backgrounder will cover how the product will grow into a more robust operating system through the addition of increased functionality, whether that be by adding utilities or by new commands. This document should also discuss how MS-DOS will change to handle various platforms, from the palmtop to full 32-bit workstations, and niche products. We will need to communicate "new" markets MS-DOS is conquering and explain why.

Presentation -- 10-12 flip chart pages that communicate the direction of MS-DOS, how it fits with the Portable Computing Initiative, how companies are implementing MS-DOS for niche (or new) applications (ala Sony's DiskMan), future markets, etc.

Estimated Budget:

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|                               |                                       |
|-------------------------------|---------------------------------------|
| Two Week-long Press Tours     | \$15,000 (each)                       |
| Strategy Backgrounder         | \$3,500 - \$4,000                     |
| Future Backgrounder           | \$3,500 - \$4,000                     |
| Presentation                  | \$1,000 - \$1,500                     |
| Coordination                  | \$5,000 - \$6,000                     |
| Proactive work with the Press | \$2,000 - \$3,000                     |
| TOTAL                         | \$30,000 - \$33,500 (first tour only) |

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