

Lotus Press Release

Lotus Announces Immediate Availability of 123 R 3.1

via: mailbox 1, jmooshian on VAX at Lotus (LDC) ** Message Received OK
From: LDBVAX::JMOOSHIAN
Date: 10-SEP-1990 14:37:16.48
To: LDBVAX::SHOTGUN_LIST ! To All Loti in WORLDWIDE
Subject: Lotus Announces Immediate Availability of 1-2-3 Release 3.1

Contact: Alexandra Trevelyan
Lotus Development Corp.
(617) 225-1580
MCI Mail: 354-5759

Janice Rosen
The Weber Group
(617) 494-1520

FOR IMMEDIATE RELEASE

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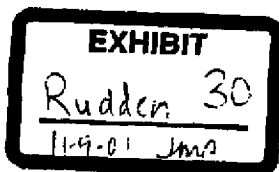
**New Spreadsheet Offers Graphical Environment With Superior Analytical Power;
Launch Supported by Major Marketing Campaign**

CAMBRIDGE, Mass., September 10 – Lotus Development Corporation today announced the immediate availability of 1-2-3 Release 3.1. The new spreadsheet is a major upgrade to the best-selling 1-2-3 that provides an easy-to-use, WYSIWYG (What-You-See-is-What-You-Get) graphical environment, combined with powerful analytic tools and advanced spreadsheet publishing. Designed for users who need to easily organize, analyze, and present spreadsheet information, 1-2-3 Release 3.1 supports DOS and DOS with Windows 3.0.

Lotus is supporting the 1-2-3 Release 3.1 product launch with an aggressive advertising and promotional campaign. This campaign includes a new program that enables users to upgrade instantly at participating computer retail stores.

Within the graphical environment of 1-2-3 Release 3.1, users can perform all spreadsheet operations using either the keyboard or the mouse, without leaving the familiar 1-2-3 program. This includes the ability to modify or enter spreadsheet information, add color, change fonts, and print presentation-quality output.

"With 1-2-3 Release 3.1, users are not only getting the best spreadsheet available, they're also getting the only product that is keystroke, macro, and data compatible with the spreadsheet used by more than 12 million people



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Plaintiff's Exhibit

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In addition, 1-2-3 Release 3.1 provides a set of tools for enabling users to more easily access and analyze data, using spreadsheet technologies provided only by Lotus. These include: DataLens external data access; advanced relational database capabilities; and powerful application development tools via the Lotus Add-in Toolkit.

The product's new virtual memory management system enables users to allocate an area of their hard disk as workspace, making it possible to create larger spreadsheets in less memory. In addition, the product's compatibility with a wider range of PC AT compatibles eases software installation and configuration.

Many New Enhancement Products Available

Lotus 1-2-3 Release 2.01 and 2.2 users who upgrade to Release 3.1 will find more than 200 enhancement products available, ranging from tax planning packages to file compression and data recovery utilities. Many of these enhancement products were previously only available to 1-2-3 Release 2.01 and 2.2 users. In addition, Lotus will be providing corporate and independent software developers with an updated Add-in Toolkit for 1-2-3 Release 3.1 in the fourth quarter of this year. The Add-in Toolkit provides users with ability to customize, extend, and automate 1-2-3 by building custom @functions, macro keywords, menus and dialog boxes, as well as complete turn-key applications.

System Requirements, Pricing, and Upgrades

1-2-3 Release 3.1 requires an IBM PC AT, PS/2, Compaq or compatible (with an 80286 or higher microprocessor), a hard disk, one megabyte of available system RAM, and DDS 3.0 or higher.

The suggested retail price of the 1-2-3 Release 3.1 Standard Edition is \$595. The network Server and Node Editions of the product will be available in the fourth quarter of 1990 at a suggested retail price of \$795 and \$495, respectively.

All customers who purchased 1-2-3 Release 3.0 before May 7, 1990, may upgrade to Release 3.1 for \$35. Users who buy or have bought 1-2-3 Release 3.0 on or after May 7, 1990, are entitled to a free upgrade to Release 3.1 through December 31, 1990. 1-2-3 Release 2.2 users may upgrade for a suggested retail price of \$75 through December 31, 1990. Users of 1-2-3 Releases 1, 1A, 2, and 2.01 may upgrade to 1-2-3 Release 3.1 for a suggested retail price of \$150.

Registered users of 1-2-3 Release 3.1 automatically receive six months of unlimited, toll-free access to Lotus' 1-2-3 support specialists, 24 hours a day, seven days a week. At the end of six months, users may elect to continue premium support, or use the company's standard support service.

Lotus Development Corporation is the leading provider of applications software for personal computers and information services delivered on CD-ROM, and is a worldwide supplier of applications software for workstations, minicomputers and mainframes.

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Note to international editors:

1-2-3 Release 3.1 has been customized to meet the language-specific needs of international markets, and provides for the easy exchange of data and files between users in different countries. In addition to the U.S. English version, Lotus also shipped the International English version of 1-2-3 Release 3.1 today, for distribution in overseas markets. Fully translated versions of the product will also be available in French and German later this month. Swedish, Italian, Spanish, Dutch, Danish, Norwegian, and Portuguese versions will be available later this year.

All prices and terms are for the U.S.A. only.

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