

Date: Wed Oct 17 13:15:15 1990

better put it on the 3.2 list then are you sure not for 3.1??

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462

From paulha Tue Oct 23 17:03:34 1990

To: dosdin

Subject: Count me in...

Date: Tue Oct 23 17:02:14 1990

Whoever does dosdin tonight, count me in if you don't hear from me before you order. Just order me something good (gee, I guess that is a little relative). I think this applies to Jaya also. Thanks dudes...  
See you at about 7.

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463

From richab Tue Oct 23 17:18:32 1990

To: hankv jonro josephk lewisl mikemap peteh ruthannl

Subject: Re: Our conversations today regarding Win apps direct programs

Cc: bradsi

Date: Tue Oct 23 17:16:39 1990

something that I failed to mention in my mail: I really encourage you to think about how you can exploit the opportunity created by the OEMs who are committed to windows 3.0. Initially you may want to just focus on the 6 or so that are pre-installing win 3.

There is an opportunity for all of us here. we just need to figure out the best way to exploit it.

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> From josephk Tue Oct 23 14:40:21 1990

To: hankv jonro lewisl mikemap peteh richab ruthannl

Subject: Re: Our conversations today regarding Win apps direct programs

Date: Tue Oct 23 14:36:15 1990

We met with Jon and Rich to discuss how Windows may be part of our direct marketing efforts, and reached some initial direction.

In a nutshell- Treat ISV's like resellers, and let them buy Windows at wholesale and resell direct. Excel and Word could then buy Windows for \$76 and resell as part of their direct offers. Note that this must then be available to any ISV, including Lotus and WP. (Is this desirable?) Our trial offer then becomes app for \$149 or \$99 and Windows for \$99.

X 207891  
CONFIDENTIAL

Plaintiff's Exhibit

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Comes V. Microsoft

EXH. 103 DATE 11/02/01  
WITNESS abel  
SUSAN ZIELIE