

From joachink Thu Apr 18 12:21:36 1991
To: jeffl
Subject: RE: I need your support.....
Date: Thu Apr 18 12:03:12 1991

For a per processoe deal I go to \$7.00 but no further.

>From jeffl Wed Apr 17 17:44:24 1991
To: joachink
Subject: I need your support.....

Date: Wed Apr 17 17:44:17 1991

on this issue. I don;t want to give Amstrad any mroe price concessions on Windows at this time (they have not even signed waht they agreed to yet!). Pleae keep this in mind if you get a call from malcolm.

>From jeffl Wed Apr 17 17:37:21 1991
To: sandyd
Subject: Amstrad Windows Pricing
Cc: jeffl
Date: Wed Apr 17 17:37:12 1991

I am thinking of credibility here. JK told Malcolm pretty specifically that \$7.50 was our absolute botton price, and that we were willing to walk from the deal for anything less. I don't want to tamper with this now - especially since they have not even signed what they agreed to yet.
If we bow to anything lower now, we will have no credibilitiy when we try to draw the line on these guys in future negotiations. There is no one in the world that even comes close to this \$7.50 price. It is the best there is.
I think you need to go back FIRMLY to Roback and tell him that his volumes would have to increase significantly in order for us to entertain lowering their price.
With what I am seeing in Europe with Windows, they will NEED the product just to meet the bar in the near future - no need to drop our pants any further on this one.
If they are willing to do something with Works (in a BIG way), then that could POSSIBLY change things, but they are giving us nothing back now.

>From sandyd Wed Apr 17 09:53:13 1991
To: Jeffl
Subject: Amstrad Windows Pricing
Date: Wed Apr 17 17:27:35 PDT 1991

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Jeff,

Further to our conversation this evening, I've spoken to Roback.

Price steps don't really work with Amstrad (they don't know how to budget for them) and it's too early to tie them down to Works for the 5000 series.

Roback has offered (subject to approval from Miller) \$5.50 to include all current and future SX systems in the windows agreement.

This is currently machine specific and I would like to convert it to per processor. It is a seperate, new, two year agreement and would mean that Amstrad are tied into Windows on all SX rather than just the PC4000 for two years (This would include the 386SX model of the 5000 series !).

I think I can close Roback at \$6 or maybe \$6.50. (remember that the mouse deal means that we are getting another 25c on these systems)

Can you check with JK to see if he is willing ?

Plaintiffs' Exhibit
5265

Comes v. Microsoft

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Regards, Sandy

PS - I told Roback I'd get back to him Thursday morning (UK Time) so I'd appreciate a prompt response if it's possible.

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