

From joachimk Tue Sep 1 19:44:24 1992  
To: anner collinsh  
Cc: bernards chrissa francm jeffl simoned stefanir  
Subject: RE: FW: FW: German Press Release for international Launch:  
Strategic Alliance MS/VOBIS  
Date: Thu Sep 10 18:12:47 PDT 1992

Date: Tue Sep 01 09:04:11 PDT 1992

sounds goodf.

>From collinsh Mon Aug 31 18:44:50 1992  
To: anner joachimk  
Cc: bernards chrissa francm jeffl simoned stefanir  
Subject: FW: FW: German Press Release for international Launch: Strategic Alliance MS/VOBIS

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Date: Mon, 31 Aug 92 18:36:29 PDT

We have a new format that we started using last week, in which we provide high-level summaries of MS news in a single press release. In the U.S. it's known as the "news brief" format. I suggest that Europe does a full press release in whatever form they wish, and we excerpt the first 3-4 paragraphs for use in the news briefs in the U.S. and elsewhere in the world. We can have the longer version of the release available if anyone in U.S. wants us to fax it to them.

Anne, if you can coordinate with Germany in Christine's absence to obtain the full-length release, I will condense it for use in the U.S. release.

collins



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From: joachimk  
To: chrissa; stefanir  
Cc: bengta; collinsh; jeffl; simoned  
Subject: RE: FW: German Press Release for international Launch:  
Strategic Alliance MS/VOBIS  
Date: Monday, August 31, 1992 5:07PM

I recommend that VOBIS puts a company bacgrounder together and we distribute this with it. They are a bigger PC seller in Germany than IBM. might get some attention.

>From stefanir Mon Aug 31 05:28:52 1992  
To: chrissa  
Cc: bengta collinsh jeffl joachimk simoned  
Subject: FW: German Press Release for international Launch: Strategic Alliance MS/VOBIS

Date: Mon Aug 31 13:15:41 PDT 1992

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Hi Christine!

Simone Droll forwarded to me your response about doing an International Press Release. I was disappointed to hear that you felt that this would not be news worthy to the US Media...my current impression with the changing global markets is that the US media whether it be business week,

Fortune, Forbes, Wall Street Journal, Computer Industry magazines, etc. are all interested in following the trends and news from a global perspective, especially since what is happening in the European and Asian

markets heavily ties into future happenings in the US - not to mention they are always interested in what Microsoft is doing, whether it is in the US or in Asia or in Europe.

In addition, this deal was our largest in Europe and is strategically and financially important to us as a company. It is/was DRI's largest stronghold and Vobis is also going to be committing very soon to a large commitment for WFW and not offering Novell's Netware Lite. They are also going to be signing a finished goods deal with us soon in excess of DM20 Million (over 13 million USD!).

Even if the US press group does not feel that it is appropriate to send such an announcement to the US Media, many US media companies have international editions of their magazines and also if we want a press release for Europe alone, it needs to be in English and we still need to have a quote from Billg and your approval.

Finally, in the meeting between Billg and Lieven of Vobis two weeks ago, it was promised that we would do such a strategic alliance release on a worldwide basis, so we need to keep that commitment to our partner.

If you need any additional input, let me know...

thx

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