

From: Jeff Lum
Sent: Tuesday, November 02, 1993 10:41 AM
To: OEM Large Account Group
Cc: Gail DeGiulio; Joachim Kempin; John Jenkins; Kellee McCusker
Subject: FW: Dell Signs WW Consumer Apps Deal

Carl and Tricia worked together really well on this deal. I've never seen a better pull by the mktg programs to get a deal done than in this case. What's nice about this deal is that Dell is committed 100% to MS consumer apps, i.e. we do not anticipate seeing any competitive consumer apps on their h/w in the near future. Great job folks!
jeff

From: Kellee McCusker
Subject: Dell Signs WW Consumer Apps Deal
Date: Thursday, October 28, 1993 6:35PM

After 6 months of work, Dell has signed a \$1M worldwide consumer applications deal! This simply could not have been done without the great work and efforts of a super OEM AcctMgr Carl Gullede. Thank you Carl for ALL your work here. Following are some highlights of this deal. This is MICROSOFT CONFIDENTIAL (especially the pricing!) so please do not forward.

Under this \$1M "umbrella" commitment, Dell has access to the following products:

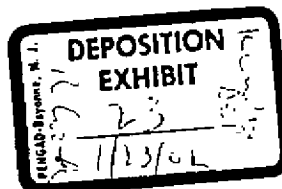
	US	Int'l
Works	\$10	\$14
MMWorks	\$12	n/a
Money	\$4	\$13
WEP I-IV		\$3 each
Bookshelf	\$12	
MusInstruments	\$12	
Cinemanía	\$13	
WinProdPack	\$1	

Encarta/Works bundle for Sam's PC. \$35 total (\$10 Works/\$25 Encarta)

What did MS win?

1. Commitment from Dell to keep MS Consumer Products as their primary consumer channel and direct bundled products. Dell sells strongly via PriceClub, Sam's, Costco and Walmart.
2. Home CD Sampler to be included with each cd-rom model (2K per month expected)
3. Another shipping Sam's PC partner: sending out 1.5M piece matter to promote and also doing regional road shows at mass merchants. Will be promoted in Home Campaign activities.
4. Reg Cards
5. Better T's & C's than were in previous contracts.

Although our minimum commitment is \$1M, we believe this is a multi-million dollar deal for MS. Please let me know any questions you may have and congratulate CarlG on his great work here for us! Thanks! —Kellee



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Plaintiff's Exhibit

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Comes V. Microsoft

HIGHLY CONFIDENTIAL