

Author: Robert Olstad at SERVER1
Date: 8/21/97 12:51 PM
Priority: Normal
TO: Laura F. Lee at Orchid
Subject: RE: Back to Work/Back to School Promotion

----- Message Contents -----

We may need something more formal from you like a letter indicating your intent or possibly even an official LOI. Their concern is they don't want to begin their communications to the channel and development of the POS promo materials and include Acer if they aren't 100% sure you will be shipping these products (meaning we have a signed license). So i'm waiting to hear from Craig what he needs from us. Actually it's not so much Craig as our retail channel group who is putting up a majority of the funds (\$1M+) and taking responsibility for the retail communication/promotion. We may need to step up our negotiation of the license agreement in order to meet a deadline to get you guys included. I will notify you as soon as I hear something.

> -----Original Message-----

> From: Robert Olstad [SMTP:rolstad@smtplink.acer.com]
> Sent: Monday, April 21, 1997 7:35 AM
> To: Bob Chapman
> Subject: Re: Back to Work/Back to School Promotion

> Yes, we are looking into this exact bundle. I just recently sent you a e-mail regarding some business issues that I hope we can work through regarding the Aspire 5 bundle. I hope we can begin the discussions while you are in Taiwan. We currently have all of these titles in our test lab and I am expecting all to pass our quality/compatability tests.

> Best Regards,

> Robert Olstad

> Hi! We are working on our next OEM/Retail Channel promotion and I would like to see Acer America included. Since we haven't completed our new license agreement yet, if you would like to participate, I need your commitment that it is your intent to license/ship Encarta, Works, Money, and Trip Planner on all Aspire systems shipping to the channel from 8/1 - 9/30. The timing seems to make sense for Aspire5 and the bundle we've been discussing.

> This promo will be very similar to the MSCASH promo earlier this year. Some details (draft) of the promo are below, although everything is subject to change at this point.

> FYI, I will be out of the office the rest of the week visiting Acer in Taiwan.

HIGHLY CONFIDENTIAL UNDER PROTECTIVE ORDER Microsoft I-V Cases, J.C.P. No. 486, CA Superior Court, San Francisco

Plaintiff's Exhibit
6133
Comes V. Microsoft

> Best regards,
> Bob
>
> -----
> Promotional Offer
> 1. Buy any qualified PC and any single Microsoft product, and get
> up to 12 off of any Microsoft product purchased, up to \$50! (via
> mail-in
> rebate).
> 2. Limited to time of PC purchase. PC and Microsoft add-on must be
> on sales receipts dated within 7 days of each other.
>
> Timing
> August 1 - September 15th or September 30th (Complementing the
> start
> of the Windows 95 "Get Current Campaign")
>
> Objective
> * Increase the attach rate of key Microsoft products to the new PC
> buyer.
> * Provide a high visibility value-add offering to OEM's who
> license strategic Microsoft products.
> * Differentiate key OEM brands to the channel and customers.
> * Influence the channel to merchandise and recommend systems with
> Microsoft solutions.
> * Engage retail accounts to cross merchandise PC's with Microsoft
> products and retail software.
> *

HIGHLY CONFIDENTIAL UNDER
PROTECTIVE ORDER Microsoft
v. Cases, J.C.P.P. No. 408, CA
Superior Court, San Francisco

ACER 002987