From: Bill Gates
Sent: Fri, 8/27/1999 10:23 AM
To: Jim Allchin (Exchange)
Cc: Bob Herbold, Mike Porter (Exchange); Deborah Willingham
Subject: RE: Intel-MS joint press release on 64-bit Windows and Merced

I feel very strongly about this - Intel has to be willing to show that their partnership with us on Merced is not just a me too relationship

We have invested more in Merced than other software companies and we will drive more volume and credibility for them than anyone else.

I don't know about "first to boot" - if it is true then we should say that

In any case Intel should not just treat us as one of many. I feel strongly about that.

-----Original Message-----
From: Jim Allchin (Exchange)
Sent: Friday, August 27, 1999 9:53 AM
To: Bill Gates
Subject: FW: Intel-MS joint press release on 64-bit Windows and Merced
Importance: High

How strongly do you feel about this?

thanks,
jim

-----Original Message-----
From: Craig Beilinson
Sent: Friday, August 27, 1999 9.47 AM
To: Jim Allchin (Exchange); Steve Stanzel; Brian Valentine (Exchange)
Cc: Michel Gambier, Prashant Shukla; On Lee (Exchange), Keith White, Tina Brusca (Exchange),
Deborah Willingham; Jeff Havens (Exchange), Bob Rinne (Exchange); Lou Perazzoli
(Exchange), On Lee (Exchange)
Subject: RE: Intel-MS joint press release on 64-bit Windows and Merced
Importance: High

Jim - Just to clarify where we need some help:
If you feel strongly that we need to get the "first to boot" message in this release, *then we will need your help* talking to the right people at Intel.

Currently, Intel is pushing back very hard on publically saying that we were "first to boot" on Merced, giving us lots of lip service about being OS-agnostic. They have, however, bought off on publically saying that we will be the "first public demo" of Merced at the upcoming IDF.

Thanks,
- Craig

-----Original Message-----
From: Jim Allchin (Exchange)
Sent: Friday, August 27, 1999 9:18 AM

To: Steve Stanzel, Brian Valentine (Exchange)
Cc: Michel Gambier, Craig Beilinson, Prashant Shukla, On Lee (Exchange), Keith White; Tina Brusca (Exchange), Deborah Willingham; Jeff Havens (Exchange), Bob Rinne (Exchange), Lou Perazzoli (Exchange); On Lee (Exchange)
Subject: FW: Intel-MS joint press release on 64-bit Windows and Merced
Importance: High

1. Please see my changes to the release. I was concerned about the commitments so I backed them down somewhat. Even my back down is a strong commitment. Brian/Jeff and team: Can we live with these commitments? In particular, Beta in 1H00.

2. If there is any chance this might go sideways, you must immediately raise this to me/billg. Bill could call Craig, etc. I still want a joint release.

thanks,
jim

-----Original Message-----
From: Steve Stanzel
Sent: Friday, August 27, 1999 7:34 AM
To: Jim Allchin (Exchange), Tina Brusca (Exchange)
Cc: Michel Gambier; Craig Beilinson; Prashant Shukla, On Lee (Exchange), Keith White
Subject: Intel-MS joint press release on 64-bit Windows and Merced
Importance: High

Jim,
WE NEED YOUR INPUT TODAY
We have made good progress with Intel on a joint announcement to be issued next Tuesday the first day of IDF. As you are aware, Intel is working with us to demonstrate 64-bit Windows during Craig's keynote. There are two items we would like your input on.

1   FIRST TO BOOT or FIRST PUBLIC DEMO
    It is our understanding, you want us to demonstrate technical leadership by staking the claim 'first OS to boot on Merced'. Regardless of who is first, the Intel people we work with are under very clear direction to OS-agnostic, it's almost their mantra. Although they will be the first to admit that 'others don't come close the work we have done with Microsoft' they are unwilling to support any first claims. From a PR perspective, we feel we have good news by being the only OS used in the first public demonstration of Merced silicon. **ACTION REQUESTED** If you want us to promote first boot rather than first public demo claims, we need your help at a higher level inside Intel

2   PRODUCT AVAILABILITY
    Intel is pushing hard to see product availability dates in this release. They feel that our execs frequently talk about dates in speeches so it's appropriate to put expected availability in this announcement to add credibility. **ACTION REQUESTED** Will you approve announce 1H00 availability of the beta? Separately in your quote would you approve the following statement? "Microsoft is committed to delivering Windows 2000 64-bit, developer tools and associated Back Office applications concurrent with Merced system availability."

We intend to wrap this up with Intel today. This draft of the release still has first to boot claims in place.
<< File: microsoft64 - Intel release - v7 internal.doc >>

Thanks in advance for your input and feedback.
Steve

> -----Original Message-----
> **From:**   'Jim Allchin (Exchange)
> **Sent:**   Friday, August 20, 1999 8:34 AM
> **To:**   Steve Stanzel
> **Subject:**   RE: press release contact

I didn't really discuss the marketing per se at this level.   I would like a joint release if possible.

jim

>> -----Original Message-----
>> **From:**   Steve Stanzel
>> **Sent:**   Thursday, August 19, 1999 7 13 PM
>> **To:**   Jim Allchin (Exchange)
>> **Subject:**   RE. press release contact

Thanks Jim - I will let you know when we get the release finalized. The one point I'm not clear on, have you asked Intel to support this as a joint release/announcement or just asked for their support in the form of a quote?

No problem if you haven't discussed this, I can work directly with the contact at Intel but as you know, they typically work much quicker with top down direction

Steve Stanzel
BED PR - News team

>>> -----Original Message-----
>>> **From:**   Jim Allchin (Exchange)
>>> **Sent:**   Thursday, August 19, 1999 6:20 PM
>>> **To:**   'Albert Yu'
>>> **Cc:**   Steve Stanzel
>>> **Subject:**   press release contact

In anticipation of booting on Merced, it would be great to get the name of a marketing contact person we could work with on the press release for this fantastic event.   Steve is the contact person at Microsoft.   We want the press release already approved so that it can go out the second that you say it was successful.

thanks,
jim