

Document Separator Sheet

Plaintiff's Exhibit

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Comes v. Microsoft

MS/CR 0051557

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Office XP Subscription – Key Talking Points

Microsoft Confidential – Do not disclose SKU strategy or pricing until April 2

Microsoft Office XP Subscription will introduce a new way for customers to purchase and use Office through a 12 month subscription.

- Office Subscription will enable home and small business customers to purchase the latest version of Office at a lower initial cost, while receiving any product upgrades released during their yearly subscription at no additional expense.
- Customers will be able to purchase Microsoft Office XP Professional Subscription and Microsoft Office XP Small Business Subscription at retail stores in select worldwide regions.
- Estimated retail price will be \$109 for Office XP Small Business Subscription and \$159 for Office XP Professional Subscription. Pricing may vary worldwide.

The subscription offering of Microsoft Office will be convenient to use and renew.

- The subscription software will provide the same functionality as the non-subscription version of Office available at retail, except it must be renewed annually.
- Customers will be able to renew their subscription easily by purchasing a packaged subscription product from a retailer. In addition, they can provide their credit card information securely over the Internet or via a telephone call to renew their subscription.
- Customers will receive full packaged product including documentation, installation CD, and access to Microsoft's award winning technical support with their subscription.
- Sixty days before the end of their subscription, Office will begin notifying customers of the time remaining on their subscription.
- If customers choose not to renew their subscription, they will be able to open, view and print existing documents. Alternatively, Office XP Professional Subscription customers will be able to purchase and install an Office Professional version upgrade.

Microsoft is continuing to meet evolving customer needs by offering new ways for customers to purchase and use Office XP.

- Customers will be able to continue purchasing Office as they have in the past, by paying upfront and using that version of Office for as long as they like.
- Office Subscription will enable home customers and very small businesses with less than 5 desktops to purchase and use the latest Office software on an annual basis for a lower upfront fee.
- Organizations with more than 5 desktops should continue to purchase Office through Microsoft volume licensing programs.
- Other organizations may choose to outsource their IT needs to application service providers and use Office as a hosted application as part of a larger package of services.

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