

at the end of April and early May.

* MS-DOS 5/Win 3.1 will be extra compelling b/c it will include two very compelling special offers:

1) A coupon for the new version of BlueMax. This coupon would entitle the user to purchase BlueMax 6 for \$19.95 plus shipping and handling. BlueMax lists for \$124.95 and has street price around \$80-\$90.

2) IN ADDITION, assuming the Stacker deal goes through, it would also have a coupon for Stacker for \$29.95 plus shipping and handling.

Brad

>From steveb Fri Jan 3 12:25:31 1992
To: billg
Cc: bradc bradsi jonl philba
Subject: IBM

Date: Fri Jan 3 12:25:12 1992

this is in our plan we are doing a combined install product code named janus for shipment in may to be announced at the win 3.1 launch it will actually

be either a combined dos/win sku for IBM OR a combined dos rup win sku for any machine
bradc philba bradsi other comments

From billg Fri Jan 3 12:17:36 1992
Subject: IBM
To: steveb
Date: Fri, 3 Jan 92 12:17:31 PST
Cc: bradsi, jonl

I think we should come out with a DOS/Windows combined SKU for the IBM pc with Windows 3.1 whether or not IBM does something funny to us on DOS. My reasoning is that Os/2 is a single install and IBM will be pitching it as a simple choice. We will be telling people to go get 2 products. Also IBM will have incentives for bundling (perhaps hardcore bundling). If we want to go to resellers and get them to do something on their IBM hardware we will need the combined SKU. I think you are proceeding to create this product. I want to talk about deploying it as part of the 3.1 rollout and working with SMSD to include it in their hardware bundling promotioun.

From georged Fri Jan 10 11:47:17 1992
To: alexn richardf
Cc: alexn jonro kathyg petermi philba

MS-PCA 2612718

WinMail 1.21

philba

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Plaintiff's Exhibit

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Comes V. Microsoft

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