

From: Ed McCahill (Exchange)
Sent: Thursday, April 08, 1999 6:40 PM
To: Carl Gullede; Kurt Kolb; Stephanie Hooper; Scott Porter (OEM); Candace Grisdale; Joe Williams; Carl Sittig; Tammy Niemela; Joerg Jaeger; John Krass; George Peckham
Cc: Ken Myer (Exchange); Debbie Flynn; John Jenkins; Richard Fade; Scott Langmack; Brent Johnson (Exchange)
Subject: FYI: Office 97 Retail SBE Promotion Starts May 2

DAD Marketing will be offering a short-term retail promotion on Office 97 SBE v2 during the May timeframe. Here are the details:

OFFER: Buy Office 97 Small Business Edition v2, get a MS 900MHz cordless telephone free.

DATES: May 2 - June 6

PROGRAM DETAILS (PIG):



Is & Cs

- This is a retail packaged product offer only
- North America only
- Program ends on June 6; Retail street date for Office 2000 is June 10.
- Customers must submit proof of purchase plus the coupon (found in the newspaper ads or on the Web)
- Retail customers still qualify for the Retail Office 2000 Technology Guarantee (similar to OEM upgrade)
- Customer must pay for S&H on the phone
- Offer valid while supplies last; MS reserves the right to substitute a check for \$159.

Why This Promotion? (Internal Use only)

Many reasons, including competition - Corel is launching at retail on May 3rd and this is one of our competitive pre-emptive actions.

Potential OEM Impact:

This is a value-add proposition further enhancing the value of SBE, however some OEMs may perceive it otherwise and inquire about MS' rationale.

Suggested MS Responses to Inquiring OEMs:

1. MS is using this promotion to stimulate SBE awareness and to prepare the channel (clear out the final inventory) for our June 10 Office 2000 Retail Street date. The offer will never be repeated.
2. OEMs have an Office 2000 street date of May 15, nearly 4 weeks prior to retail's packaged product street date. This is an offsetting advantage for OEMs.

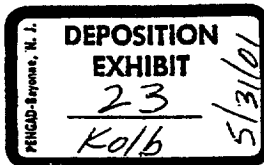
ACTION ITEM:

Please inform members of your teams and your accounts, as appropriate.

QUESTIONS:

Please direct questions to KenMy or BrentJo

Ed McCahill
Product Manager
Microsoft Office 2000 OEM
425.936.6619



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Microsoft® Office97 Small Business Edition / Microsoft® 900 Mhz Cordless Phone promotion

PRODUCT INTELLIGENCE GUIDE

1 Overview

"DIAL UP A GREAT DEAL"

The Microsoft Office 97 Small Business Edition (version 2)/Microsoft Cordless Phone Promotion

"Dial Up a Great Deal" gives you, the reseller, an *incredible* offer to sustain sales of Office 97 Small Business Edition during the month of May, leading up to the launch of Microsoft Office 2000. This offer will also be supported by approximately \$750,000 in local market newspaper advertising during the length of the promotion.

For a limited time (May 2-June 6, 1999), customers who Acquire Microsoft® Office 97 Small Business Edition, version 2 (Retail Packaged Product and Retail Packaged Product Upgrade) get the Microsoft 900 Mhz Cordless Phone FREE via mail-in coupon. Offer valid in the United States and Canada. (Customers who take advantage of this offer also qualify for their free upgrade to Office 2000 Small Business as part of the Office Technology Guarantee, handled separately.)

Executing the offer:

- Offer is valid only on the following Microsoft Office 97 Small Business Edition version 2 retail packaged product (MS part number 588-00264) and retail packaged product upgrade (MS part number 588-00265).
- Offer valid while supplies of Microsoft Office 97 Small Business Edition v2 last. No rain checks for either of the participating part numbers will be offered.
- Offer is not valid on Microsoft Office 2000 Small Business, or on Microsoft Office Standard, Professional, Premium or Developer (version 97 or 2000).
- The customer will be billed for shipping and handling charges on the Microsoft Phone, plus applicable sales tax.
- Microsoft will reserve the right to substitute a check for \$159US / \$229CDN, pending availability of the phone. No customer requests for substitution will be honored. All substitutions will be at Microsoft's discretion, pending remaining inventory of the phone.
- Coupons in this promotion must be postmarked no later than June 19, 1999 and received no later than July 1, 1999.

The goals of the promotion are to:

- Stimulate awareness and sales of Office 97 Small Business Edition prior to the launch of Microsoft Office 2000
- Generate store traffic during the remaining days of the Office Technology Guarantee
- Generate buzz around the Microsoft Office brand leading up to the Microsoft Office 2000 launch

2 Implementation Guidelines

Take advantage of the "Microsoft Office 97 Small Business Edition Cordless Phone Offer" by doing the following:

- Ensure that all internal systems and processes are ready to handle the anticipated demand for this product. Ensure that your inventory levels of Office 97 Small Business Edition are sufficient, and place additional inventory orders as needed.
- Reserve/convert existing Office 97 sustain advertising space and end cap/in-store space for local demand generation activities.
- Place orders for Microsoft produced POP materials for in-store presence.
- Determine quantities of additional Technology Guarantee coupons and place the order, so that your customers can take advantage of the Office 2000 Technology Guarantee, as well as participate in the phone promotion.

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Microsoft® Office97 Small Business Edition /
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PRODUCT INTELLIGENCE GUIDE

3 Advertising

Demand Generation

Microsoft will support this promotion with approximately \$750,000 in weekly, local market newspaper advertising. The call to action will be to visit a reseller, purchase Office 97 Small Business Edition version 2, and send in the coupon (included in the advertisement, and also available on the Web) to receive the phone.

Reseller Advertising Guidelines:

- All Microsoft-funded advertising must use the Microsoft provided messaging and verbiage provided.
- If resellers choose to use custom verbiage, Microsoft will be unable to fund that advertising.

4 Point of Purchase Materials

Microsoft will provide Point of Purchase materials and program guidelines to aid resellers in their efforts to promote the Microsoft Office 97 Small Business Edition Cordless Phone Offer." The following tools will be available to utilize in conjunction with your sales program.

Microsoft Office 97 Small Business Edition Cordless Phone Promotion Point of Purchase materials include:

- Posters (double-sided)
- Shelftalkers
- Stickers
- Display POP (Shipped flat, or pre-packed with air boxes)
- Online versions of these materials can be located at the partner Web site, located at www.mspartner.com

Note: This document is developed prior to the product's release to manufacturing, and as such, we cannot guarantee that all details included herein will be exactly as what is found in the shipping product. The information represents the product at the time this document was printed and should be used for planning purposes only. Information subject to change at any time without prior notice.

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