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COLLATERAL
ONE-TIME COPY/LAYOUT REVIEW

needed by 9/12 EOD

Project:WinLine Reseller Cover Letter
Job Number:5451
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RETURN TO: KIM YOSHIDA, 9/1199
Issue Date: 9/12   Due Date: 9/13

	Initials	Date	Comments	
			YES	NO
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If comments on copy and layout come back to Corporate Communications after the due date noted, there may be schedule delays required to include the changes.

FOR YOUR INFORMATION ONLY

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* Although we may occasionally route copy/layout to more than one person in each of these departments, we have only one *contact person* in each group. The contact person is responsible for combining comments received from anyone in the department onto one copy, and then returning it by the date indicated.

Dear Reseller:

The enclosed box and shelf talker for the Microsoft(R) Office for Windows is your key to building more profits with the Windows graphical environment version 3.0. You can use these display materials to create awareness and build interest in the product even before you order any inventory.

The Microsoft Office for Windows is a special edition package of three essential business productivity tools that all work together to take full advantage of the Windows environment. The package combines full-featured versions of MS(R) Word for Windows, MS Excel for Windows, and PowerPoint(R) for Windows at a standard retail price of $995 (compared to $1495 for the same products sold individually). It's a great product at a great price, which makes it extremely attractive for a variety of businesses and home-based users. And that means more sales for you.

Here's why:

Microsoft Word for Windows is a powerful word processor with an intuitive graphical user interface. WYSIWYG (what you see is what you get) editing presents the user with all fonts and graphics on screen exactly as they'll print. It makes it easy to combine text, graphics, images and data in a single document. And it makes it easy to automate routine jobs and perform file conversions. It also makes it easy to share files and information among other Windows applications.

Microsoft Excel for Windows is a spreadsheet with all the analytical tools necessary to deliver fast results. It enables users to work effortlessly with multiple worksheets and graphs on-screen. Link and consolidate worksheets quickly and easily. Use built-in auditing tools to check analyses for accuracy. Format worksheets with a broad range of fonts, colors, borders, and shading. And read and write Lotus(R) 1-2-3 macros. Plus it can be linked with MS Word for Windows and MS PowerPoint for Windows to share data seamlessly among all three applications.

Microsoft PowerPoint for Windows helps *anyone* create professional-looking, high-quality overhead and 35-mm slide presentations quickly and easily. Integrated word processing, drawing, and charting tools, 5000+ color schemes, and 400+ color clip-art images provide the complete package for stunning presentations. Plus users can use text from MS Word for Windows and graphics from MS Excel for Windows in a PowerPoint presentation. The program includes GraphicsLink(TM) software to make it easy to send slides via disk or modem to Genigraphics, the world's largest network of slide service bureaus.

A special document is included in the package which explains how easily and effectively the three programs work together. All three programs act alike, so your customers will only have to learn one to know how the others work.

MS-PCA 2599305

Offering the Microsoft Office for Windows helps complete the Windows package. You can sell the MS Office for Windows to customers to whom you've already sold the MS Windows graphical environment version 3.0, or to customers who are about to buy Windows. You can also offer the Office for Windows as a compelling reason to buy Windows.

This display box is designed to stand out on the shelf or in the window. It is designed to look similar to the Microsoft Windows box so you can display them side by side as a family of products.

In addition to the point of purchase support, Microsoft will be advertising this product in leading computer user publications starting November 1. These ads will include a toll free number for dealer information, so you can likely expect more calls and walk-in inquiries about this product soon.

If you'd like additional display kits, just order part number _____ . To order the need Microsoft Office for Windows product, just call your distributor.

Thanks for your support for Microsoft Windows products.

Sincerely,

Pat Crenshaw
Microsoft Customer Service

Enclosures

Microsoft, the Microsoft logo, MS, and PowerPoint are registered trademarks and Windows is a trademark of Microsoft Corporation.