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10-7-9

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FINAL COPY

Project: WinOffice Reseller Cv Letter for Kit #1
Job Number: 5451
Writer/Designer: Patty McKeehan

RETURN TO: KIM YOSHIDA 9/19

Issue Date: 9/19   Due Date: 9/24

	Initials	Date	Comments	
			YES	NO
(Proj. Initiator)*Lisa Brummel				
(CC Spec.)Steph Hooper				
(Legal)*Lynn Clewell	Sm	9/24	✓	
(Editor)Sara Levant				

Sally Nguyen

√cw 10/1/90

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changes.

FOR YOUR INFORMATION ONLY

Jeanne McKinnon
Lynn Roberts
Coleman Barney
Becki Schettler
Karen Monte Calvo
Ken Orvidas

Patti Reed
Kim Kopp
Tony Dirksen
Mark Kroese

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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:

Over *one million* copies of Microsoft® Windows™ version 3.0 have been sold since its introduction, making it the fastest-selling software in history!

What could be better than selling Microsoft Windows?

Selling great business solutions for the Windows environment.

The enclosed box and shelf talker for The Microsoft Office for Windows are your keys to building more sales of 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 work together to take maximum advantage of the Windows environment. The package combines full-featured versions of Microsoft Excel for Windows, Word for Windows, and PowerPoint® for Windows, at *a promotional SRP of $995 for a limited time only* (the standard SRP will be $1,195). It's a great product at a great price, which makes it extremely attractive for a variety of businesses, large and small. 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, and data in a single document. And makes it easy to automate routine jobs and do 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. To link and consolidate worksheets quickly and easily. To use built-in auditing tools to check analyses for accuracy. To format worksheets with a broad range of fonts, colors, borders, and shading. And to read and write Lotus(R) 1-2-3® files. 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 Word for Windows and graphics from Microsoft Excel for Windows in a PowerPoint presentation. The program includes GraphicsLink™ software so users can easily send slides via disk or modem to Genigraphics, the world's largest network of slide service bureaus.

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A special document included in this special edition explains how to use these three programs together for great results. All three programs act alike, so when customers learn one they'll be well on their way to knowing the rest.

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

This display box is designed to stand out on a shelf or in a window. It's also designed to look similar to the Microsoft Windows box, so when you display them side by side it's apparent they're part of a family of products. The enclosed shelf talker will highlight the box and let customers know that this product is available by special order through you.

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 expect calls and walk-in inquiries about The Office for Windows soon.

If you'd like additional display kits, just order part number 098-18847. To order The Microsoft Office for Windows itself, just call your distributor.

Thanks for your support for Microsoft Windows products.

Sincerely,

Pat Crenshaw
Microsoft Customer Service

Enclosures