

-FROM: Colleen Lacter

TO: MSbradc  
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DATE: 08-05-92  
TIME: 10:19 AM

CC: Claire Lematta  
Colleen Lacter  
Diane Tremmel  
Leeta Wiley  
Martin Middlewood  
MSlorisi  
Pam Edstrom  
Susan Hopkins

SUBJECT: Build momentum for Astro  
PRIORITY:  
ATTACHMENTS:

HIGHLY CONFIDENTIAL  
WE005542

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After talking with both Claire and PamE, we came up with some aggressive ideas on how to build momentum and excitement prior to the MS-DOS 6.0 beta and product introduction. We believe it's necessary to be aggressive in the face of our current challenges -- three weeks to MS-DOS 6.0 beta and DR DOS 7.0 introduction looming.

- \* Counter the perception that Paul Sherer created in PC Week August 3 that MS-DOS 6.0 contains only a set of new utilities and is not a "sexy" upgrade.
- \* Leak the letter that is going to all MS-DOS 6.0 beta users the week of August 17 to PC Week and Infoworld. This will get the word out about Microsoft's new approach to beta programs and the fact that MS-DOS 6.0 is the best MS-DOS ever for the widest variety of users.
- \* Create industry excitement by going out on a mini-tour week of August 17, under "non-disclosure" and showing MS-DOS 6.0 beta to the industry "talkers" -- Jerry Pournelle, Tim Bajarin, Jesse Berst, John Dunkle, Nancy McSherry and John Markoff. We would need to make sure that our presentation includes at least one piece of information on MS-DOS 6.0 that is just TOO good not to pass on. (i.e., BillG wrote part of the code, great WinNT technology built-in, expect to sell more than 3 million upgrades, etc.)
- \* Move up the "MS-DOS Lives" press tour to August 24. We need to get out there now. Visit with all PC trade publications, analysts, business press and newspaper columnists. This will be the start of our outreach program. This tour must happen prior to the launch of DR DOS 7.0.
- \* Adapt our original Business Week story idea to an article for the October timeframe entitled "How you don't lose a franchise." We could site examples of companies that lost their franchises, Visicalc, Lotus 1-2-3, CPM 80 and outline how Microsoft has maintained its hold on the MS-DOS franchise and intends to keep it.

Before any action takes place, we must be able to clearly articulate Microsoft systems strategy and where MS-DOS fits into the picture and be prepared to answer why MS-DOS 6.0 is not a catch-up product to DR-DOS 6.0.

The timeframe here is very short. If we are going to execute this plan, we must get going immediately. BradC, can you let me know if you'd like me to set-up a conference call to discuss or if we should begin implementing.  
Thanks.

Plaintiff's Exhibit

5500

Comes V. Microsoft

DEPOSITION  
EXHIBIT

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