**From:** Colleen Teahan
**Sent:** Tuesday, December 20, 1994 6:02 PM
**To:** Sales Communication to NorthAmerica Reps
**Cc:** Adam Taylor; Colleen Teahan; Gwen Weld; Jan Eakins; Jeff Thiel; Margaret Manning; Sales Communication for non-Sales Reps; Russell Stockdale; Sharon Decker
**Subject:** Windows 95 Schedule Update

From: Jeff Thiel - PSD Marketing
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This morning a press release went on the wire announcing the updated
schedule for Windows 95 (copy below). Because MS is a publicly traded
company and this information is considered to have a "material" impact on
the price of MS stock, it is a legal requirement that this information be
communicated to the public as soon as available. Unfortunately this
legal requirement prevented us from communicating to the entire MS
organization first. The purpose of this mail is explain why the schedule
has changed, and to prepare you to respond to customer questions related
to the revised schedule.

The new estimate for availability of product on retail shelves is August
1995 (we will be done earlier but 6-8 weeks is needed to fill the
channel). We have a high level of confidence in this date. The reason
we have revised the schedule is to ensure that we release a product which
meets the high level of quality required by over 60mm Windows customers.
Quality has always been, and continues to be, our highest priority.

What should your customers do? It is very important that corporate
customers plan for the deployment of Windows 95 so they experience a
smooth migration and quickly realize the benefits of (1) reduced support
burden, (2) increased control over the desktop, and (3) increased end
user productivity delivered by Windows 95. SP's and outbound resellers
should also prepare to take advantage of the opportunity Windows 95
provides to build their business by providing migration services and
cross-selling Office 95 and BackOffice.

What should you do to help your customers prepare? It is critical that
you begin now, and simultaneously help your customers understand "why"
they should move to Windows95 and develop a plan for "how" to make the
move. For SP's/outbound resellers it is critical that you prepare them
and match them up with customers who need help making the move. The
Windows 95 product management team has created a collection of tools and
programs to help you and your customers, including:

- the Structured Trial Program materials: a "seminar in a box" which
explains the benefits of Windows 95 for organizations (see
\\chicomktg\info\ \stp2 -- copies have already been sent to all account
teams who have customers in the STP)

- Windows 95 "business case" materials: information on evidence about how
Windows 95 will reduce costs and make end-users more productive.
(\\chicomktg\info\ \win95\buscase)

- TrainCast broadcasts: programs on MSTV (beginning 1/24/95) which

Page 5

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explain both why and how to move to Windows 95 (more info on
\\chicomktg\infol\win95\traincast)

- Windows 95 Deployment Guide: a comprehensive tool for planning the
deployment of Windows 95 which is part of the Windows Resource Kit (the
WRK shipped on the beta CD and also on \\chicomktg\infol\win95\RK
- Beta product: available on the Microsoft Beta CD.

- Windows Preview Program: this is a broad evaluation program which will
release in early March. For $30 customers will receive a pre-release
copy of Windows 95, evaluation materials, documentation, and phone
support through PSS.

- WinNEWS: customers can send internet emial to
"enews@microsoft.nwnet.com" with the words SUBSCRIBE WINNEWS as the only
text in the message. This will get them on the Windows 95 list server
which we use to send regular update on Windows 95 and information sources
that will help them plan their migration.

How much time should you spend on Windows 95 relative to other
priorities? New guidelines for the next 6 months will be communicated
through the Regional Sales Meetings on 1/17, so stay tuned. It is
obviously critical that your customers be ready to deploy Windows 95 as
soon as it is available, because it is required for selling Office 95 and
will open up opportunities to sell additional BackOffice products.

If you have further questions please address them to the "chicpush"
alias.

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TEXT OF THE PRESS RELEASE OF 12/20/95:

Microsoft Corporation today announced that Windows 95 may not be
available until August 1995. The company made this announcement based on
its continued commitment to deliver a vigorously tested product of the
highest quality. The second beta for Windows 95 has been shipped to over
48,000 beta testers. The testing program will be expanded this spring to
several hundred thousand customers.

Brad Silverberg, senior vice-president of Personal Systems Division at
Microsoft commented, "We have always said we will ship this product when
it is ready, and that is what we are committed to do. We want Windows 95
to meet the high standards for product excellence that our customers
expect. Feedback from our current beta testers has been excellent, they
love the product, but given the sheer breadth of Windows 95, shipping it
may take us longer than we had originally anticipated."

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