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**Windows 95 Announced As Official Name
For Microsoft Windows "Chicago"**

*New Windows 95 Logo Program Represents Software, Peripherals and PCs
Designed for Windows 95*

REDMOND, Wash. — Sept. 8, 1994 — Microsoft Corporation today announced Windows™ 95 as the official name for the next major release of the Microsoft® Windows™ operating system, previously known by its code name, "Chicago." The name Windows 95 was chosen to make it easier for consumers to identify the most current version of Microsoft Windows. Windows 95 was designed for a wide range of users, from the novice to the expert, to help make everyday personal computing even easier than before. The name Windows 95 represents the broad scope of today's users of Windows and the new generation of software and hardware it enables.

"We're seeing a new kind of consumer for personal computer products," said Doug Schutt, senior vice president at Price Costco. "No longer is it just the power user who shops for software, hardware or even multimedia CDs, but rather a variety of customers: families, kids, students and power users. Windows 95 will make it easier for our consumers to identify the most current version of Windows."

"More than 60 million copies of Windows have been shipped to date," said Paul Maritz, senior vice president, systems and technology division at Microsoft. "From extensive research worldwide, we have found that most users find our existing version numbering confusing and can't identify the latest version of Windows. Our customers want products that simplify their everyday computing, and our goal is to have both the technology and the name meet that requirement."

Windows 95, targeted for release in the first half of 1995, is designed to make PCs even easier to use while delivering more performance. Windows 95 is a fully integrated 32-bit operating system, replacing Windows 3.11, Windows™ for Workgroups 3.11 and the MS-DOS® operating system as the mainstream desktop operating system. Windows 95 supports features such as long file names and a revised user-interface design based on extensive customer usability studies. Windows 95 will run multiple applications faster, more effectively, and with greater safety than it can today. It is completely compatible with the products people use today and an even better platform for the next generation of applications, games, PCs and peripherals that Windows 95 enables.

Windows 95 is targeted for users performing a variety of tasks, from customers who have home computers for running recreational and education applications to those who want to run

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business and productivity applications and those who want to work remotely from home.

Windows 95 Logo Program

Microsoft also officially announced today the Windows 95 logo program, including the new "Designed for Microsoft Windows 95" logo. The logo is intended to help users easily identify software, hardware and peripherals that exploit the rich capabilities of the new operating system. Examples of these new capabilities are Plug and Play and support for 32-bit applications. While the logo denotes products specifically designed for Windows 95, it is optional. Existing products for Windows or new products that are not designed specifically for Windows 95 can still be designated as "Windows compatible."

"Much of the industry is working very hard and very creatively to develop products that are not just compatible with Windows but are designed for Windows 95," said Brad Chase, general manager of the personal systems division at Microsoft. "Our mission is to help users identify these great new products and understand these products will be a step beyond what they are familiar with today."

"With the new Microsoft Windows 95 logo program, our customers will be able quickly and easily to identify hardware such as peripherals, and desktop PCs and mobile PCs that we've designed specifically for Windows 95," said Richard C. Watts, vice president and general manager of the personal information products group at Hewlett-Packard Company. "Our customers want products that are designed and tested for Windows 95."

"The Windows 95 logo will signal to customers that our products take full advantage of Windows 95," said Bruce Brereton, vice president of development at the Novell applications group at WordPerfect Corporation. "We expect the logo to be an important way to emphasize our new products designed specifically for Windows 95."

"We have been working with Microsoft throughout the design and development of our new series of ATAPI Interface CD-ROM drives that will display the Windows 95 logo," said Patty Kim, senior marketing manager of data storage products/CD-ROM at Sony. "Our goal is to drive cutting-edge technology through standards required to deliver Plug and Play solutions to the end-user market. Plug and Play ensures seamless integration of computer peripherals into AT[®] architectures, in addition to higher performance enabled by Windows 95."

The new Windows 95 logo will represent a single, unified program that is intended to replace the current Windows logo programs. Licensing of the new logo is scheduled to begin at the end of 1994. Developers can obtain more information on the new logo program by contacting the Microsoft Developer Solutions phone and fax service at (206) 635-2222.

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day.

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