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SOFTWARE DISPATCH SHIPS FIRST CD'S FOR WINDOWS

CUPERTINO, California -- Demonstrating its commitment to provide true cross platform products, Software Dispatch, the new CD ROM software delivery business at Apple Computer, Inc., today announced shipment of its first Software Dispatch CD for Windows. Software Dispatch for Windows allows users to sample, evaluate and purchase popular software applications, 24 hours a day, seven days a week, in the convenience of their home or office. The Software Dispatch for Windows announcement comes just six months after the shipment of Software Dispatch for Macintosh.

"Software Dispatch was created as a cross-platform business from the ground up," said David Nagel, senior vice president and general manager of Apple's AppleSoft Division. "Every element of the business, from branding to distribution, reflects this approach. In addition, we worked with vendors participating on both platforms to build demonstrations and multimedia materials that could be easily transposed for each CD."

Customers shopping from the Windows CD can access more than 75 popular productivity, entertainment, early learning and utilities programs from category leaders such as Lotus, Claris, Adobe and CompuServe. Multiple applications in each category allow customers to compare applications and select the one that is best for their personal or business use.

"We explored many new delivery options for AmiPro, 123 Release 4, Organizer, SmartSuite, and Freelance Graphics products, and what attracted us most to Software Dispatch was the intuitive and easy-to-use interface," said Steve O'Neill, Director of OEM sales and marketing for Lotus. "As an application vendor, we view Software Dispatch as a premiere opportunity for maximizing customer exposure to our products."

Software Dispatch for Windows features an interactive tutorial that walks customers through the CD ROM "store" and familiarizes them with the buying process. For those customers who want to first view the shopping process, an informative Microsoft Video for Windows movie is also included on the CD.

Once customers review the simple shopping guidelines, they can call up an application's trial version, guided tour or other product information as often as they desire. In addition, every CD is configured to your system, allowing customers to pass a CD to a friend without sharing their purchased software.

When customers are ready to buy, they call the Software Dispatch toll-free number to purchase an alphabetical key that unlocks the software and manuals for immediate installation and use. The electronic manuals take advantage of Adobe Systems Inc.'s powerful Acrobat Reader technology for Windows, which allows customers to move through pages instantly using bookmarks, hypertext links and keyword search functions, while preserving all text, fonts and graphics. Users may print any of the manual pages for quick deskside reference or order hard copy documentation via the

toll-free number.

System Requirements and Availability

Software Dispatch for Windows CD's are now available by calling 1-800-937-2828 extension 600. Software Dispatch for Windows requires a minimum of 4 megabytes of memory, Windows 3.1 software and video for Windows, which is included with the Software Dispatch CD.

Software Dispatch is a business unit of Apple Computer, Inc., headquartered in Cupertino, Calif. Apple develops, manufactures and markets personal computer, operating system, server and personal interactive electronic systems for use in business, education, the home, science, engineering and government. A recognized pioneer and innovator in the personal computer industry, Apple does business in more than 120 countries.