ichael Spindler, Apple's president and chief xecutive officer, is out. Dr. Gilbert F. Amelio, formerly chairman, president and CEO of National Semiconductor Corp., is in.

White Knight Amelio, 52, joined National Semi-conductor Corp. in 1991 and is credited with bringing it back from the brink. He joined Apple's board in November 1994. In taking over as chair-man and CEO of Apple, he has resigned his manage-

ment roles at   National Semiconductor.

Amelio said, "As an avid Apple user since the days of
the Apple II, I   am delighted to be joining the manage-
ment team of Apple, a company with an outstanding
reputation for superior technology and customer
loyalty."

A.C. Markkula Jr., founding member of Apple Computer Inc. and former chairman of the
board, will continue to serve Apple as   vice   chairman.

Those are not the only changes at Apple.

In mid-January, during Macworld Expo, Apple vice presidents of corporate communications,
education marketing, Internet services; home division and business and government sales
resigned.

One high profile new posting at Apple is that of senior vice president, corporate marketing.
On January 23,   Apple announced that Satjiv Chahil had been given the responsibility for
Apple's worldwide corporate communications, worldwide marketing   services, Internet
marketing, and New Media and entertainment marketing.   In 1993, he founded the New
Media division.

In   a move to build and maintain better relations between Apple and its developers, Heidi
Roizen, co-founder and former CEO of T/Maker Co.,   an international publisher of consumer
software, has been named vice president of Apple Developer Relations.

Named to new Apple Americas posts were:

  Mike Dionne, 46, head of the business division. Dionne previously was in charge
     of global advertising and communications.

  Terry Crane, 45, head of the new education division. Crane previously was head
      of Apple's K 12 education sales in the United States.

  Mike Lorion, 40, acting head of the consumer division. Lorion previously was
       vice president of marketing for the Apple USA division.

Dionne,   Crane   and   Lorion report   to James J. Buckley, president of Apple Americas. Their
appointments are part of Apple's efforts to fine tune operations in the wake of a $69 million
loss for the fiscal first quarter which ended in December. The company has also divested its
investments in Kaleida and Taligent, refocused its online services strategy, announced plans
to streamline its product line, and began previously announced layoffs of 1,300 full-time,
temporary and contract employees.

espite Apple's valiant assurances that the company is not for
sale, industry speculation has run high over the past month that
Sun Microsystems has been earnestly negotiating to purchase the
beleaguered Cupertino, California-based company. Reuters most
recently reported that the negotiations had fallen apart; Apple was
rumored to have been demanding up to $33 per share; Sun, conversely,
had been unwilling to offer more than $25 or $28 a share due to Apple's current financial
situation. The Wall Street Journal, however, remains optimistic that a merger is still very
possible.

ataquest, a market research firm that tracks shipments
of personal computers, is reporting that Apple Computer's
volume shipments dropped below that of IBM for the calendar
year 1995. With a still impressive 7.8% of worldwide
personal computer sales, Apple slipped from second to third
place, falling short of IBM's 8.0% and Compaq's 10%. In 1994,
Apple claimed the #2 position, with 8.3% of total computer sales. Apple's declined has been
attributed to a weak fourth quarter, in which is reported a loss of $68 million.

 pple gave the first public demonstration of the Mac
OS ported to run on a PowerPC platform computer on
January 31, 1996, at the Demo 96 trade show. (The
PowerPC Platform [PPCP], formerly Common Hard-
ware Reference Platform [CHRP], is a set of specifi-
cations jointly developed by Apple, IBM and Motorola.
The platform defines a unified personal computer archi-
tecture and brings the combined advantages of the Power
Macintosh platform and the standard PC environment to both

system vendors and users.) The demonstration included booting the Mac OS from a small "bootstrap ROM" in an IBM prototype computer with third party peripherals, and running mainstream applications such as Adobe Photoshop and Microsoft Excel.

Lamar Potts, Apple vice president of licensing, called the event a milestone. "Many of our potential licensees have stressed the importance of an industry standard platform as the basis for their investment in the Mac OS platform, and we are proving today that we are fully committed to providing a common platform."

The version of the Mac OS shown at Demo 96 is the first Development Build of the Mac OS for the PowerPC Platform. The final release of the Mac OS for the PowerPC Platform is expected to be available in the second half of 1996. Apple's PowerPC Platform web site can be found at http://chrp.apple.com.