

Microsoft News Release

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For Immediate Release

Microsoft Canada Launches “Upgrade Your World” Promotion

*Unique retail promotion offers consumers outstanding value
and free software bonus*

MISSISSAUGA, Ont. – March 30, 1993 – Microsoft Canada today announced its largest and most comprehensive consumer promotion. The ‘Upgrade Your World’ promotion is designed to make it easier for consumers to purchase a variety of Microsoft’s industry leading software and hardware products through its broad retail network in Canada.

The Upgrade Your World promotion consists of three main components:

- ❖ **FREE Microsoft software** – Consumers who purchase a minimum of \$250.00 worth of Microsoft software and hardware between April 1 and May 31, 1993 will be eligible to receive a choice of one software product directly from Microsoft free. Consumers may choose from Microsoft Golf for Windows, Microsoft Money for Windows, Microsoft Flight Simulator, Microsoft TrueType Font Packs and others. Mail-in coupons are available at all participating retail outlets.
- ❖ **MS-DOS® version 6.0 for \$59.99 at a special introductory price** – The newest version of the MS-DOS operating system, introduced within the promotional period, includes easy-to-use integrated disk compression, memory management, backup and anti-virus protection. It has a SRP of \$155.95, but will be available at a promotional price until May 31.

(more)

- ❖ The Microsoft Office Upgrade Edition – During the promotion period, consumers can also acquire Microsoft's leading suite of fully integrated application software at the lowest price ever offered. The Microsoft Office consist of:

Microsoft Word, the leading word processor for Windows
Microsoft Excel, the highest rated spreadsheet for Windows
Microsoft PowerPoint, the easiest way to create powerful presentations, and a
Workstation license for Microsoft Mail, the #1 selling electronic mail system

As a further incentive, existing users of Microsoft Word, Excel or PowerPoint can receive an additional \$50 rebate from Microsoft Canada through to July 15. simply by redeeming the rebate coupons included in the Office Upgrade Edition package.

Leveraging MS-DOS 6 Momentum

“With all of the excitement and activity surrounding the launch of MS-DOS 6 we felt that it was the best time to introduce a promotion that appealed to the broadest number of consumers possible,” said Jeff Dossett, group product manager for Microsoft Canada. “We are confident that consumers will take advantage of this limited-time promotion and upgrade to the latest versions of Microsoft products or purchase new applications.”

Solidifying reseller relationships

Over 1,000 resellers across Canada are expected to participate. "One of the primary goals of the Upgrade Your World promotion is to make it easier for resellers to sell a wide range of Microsoft products," said Dossett. "We are very encouraged by the enthusiasm and commitment that this promotion has garnered within the computer reseller/dealer community."

This completely bilingual promotion will be supported by in-store point-of-sale materials as well as an extensive direct mail and print advertising campaign in five cities across Canada.

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.