



A DIVISION OF QUALCOMM

EUDORA

A Division of QUALCOMM Incorporated

Overview

The Eudora division of QUALCOMM Incorporated (NASDAQ:QCOM), develops and markets the world's most widely-used Internet-based email software: Eudora Light™ and Eudora Pro™. With an estimated 18 million users across the globe, the award-winning Eudora® software line is the premier advanced messaging solution for Internet communications.

Heritage

Eudora email messaging software has a rich heritage derived from the Internet's pioneering days. Developed by Steve Dorner at the University of Illinois in 1988, Eudora software was originally conceived for the transmission of research information through a network of educational institutions. The software was licensed to QUALCOMM in 1991. In 1993, the company formed QUALCOMM's Enterprise Software Technologies (QUEST) group, which was responsible for developing, marketing and supporting the entire Eudora email messaging family.

Launched as a separate operating unit in 1996, the Eudora division continues the original QUEST mandate to provide best-of-class Internet/Intranet email messaging solutions that are feature rich, reliable and easy-to-use.

Today, the Eudora division provides personal electronic delivery and messaging management tools for rich, meaningful content that takes electronic messaging beyond its traditional plain text boundaries.

Market Leadership

Eudora software is the number one Internet email in the world, with 18 million users across the globe, according to topline results from new surveys by The Research Spectrum and Find/SVP. These topline findings build on earlier research supporting QUALCOMM's leadership in the Internet email market. The January, 1996 MIDS Study reported that Eudora Pro and Eudora Light combined are used by over 60% of educational institutions, and that more than 50% of organizations on the Internet use Eudora software products for communication.

Product Line

The Eudora electronic messaging line includes: Eudora Light, an entry-level Internet email software that is distributed, at no cost, via the Internet and through strategic partnership agreements; and Eudora Pro, a powerful client-providing management tool and productivity enhancer. Eudora software is available for the Microsoft® Windows®, Macintosh and Newton® platforms.

Eudora is an open, standards-based email software. Based on the TCP/IP, Internet communication protocol, Eudora features cross platform support that meets market demand for openness and interoperability, making it simple for Eudora users to communicate on the Internet. Eudora Pro provides native 32-bit support for Windows '95 and Windows NT operating systems. Eudora also supports Microsoft's Messaging Application Program Interface (MAPI).

Eudora Pro 3.0 was released for Macintosh in July, 1996; for Windows in October, 1996; and for Newton in November, 1996.

Eudora Pro 3.0

Eudora Pro 3.0's scaleable design makes it the best Internet email messaging solution for first-time users, savvy high-volume users, and even corporate users. Delivering exceptional levels of functionality, reliability, flexibility, and ease-of-use, Eudora Pro 3.0 features many advanced functions, including:

- **More Powerful Filters:** Greater power and flexibility to organize and manage email automatically.
- **Multiple Email Accounts:** Users can now access different Internet mail server accounts with Eudora Pro (Windows only).
- **Improved Text Formatting:** Users can incorporate various fonts, font sizes, styles, colors, and layout options to give messages the look of word-processed documents (works with Macintosh, Windows '95 or Windows NT only).
- **New Configurable Toolbar:** It is now even easier to access key commands and customize the toolbar to suit each individual user. Users can create new buttons for many Eudora commands (works with Macintosh, Windows '95 or Windows NT only).
- **Drag & Drop Capabilities:** Simplifies making file attachments and manipulating mailboxes, messages, and large amounts of text.
- **Floating Dockable Mailbox Window:** Provides users with a window for simple mailbox and folder management (works with Windows '95 or Windows NT only).
- **Customizable Address Book:** Users can create multiple address books that include email lists, physical addresses, telephone and fax numbers.
- **New Support for Stationery:** Users can now create templates for outgoing messages and use them in automatic responses.
- **Improved Mail Server Control:** Allows control of mail transfers and storage on the email server. Users can limit the size of messages they want automatically downloaded or limit how long they want deleted messages to stay on the server.
- **Multiple Signatures:** Users can create and use many different signatures to personalize messages.

Eudora Pro's advanced technology is evident in its Extended Messaging Services Application Programming Interface (EMSAPI), which allows third party developers to create an endless stream of exciting new plug-in modules, such as data security, human language translation, image format conversion and content analysis.

A free EMSAPI software developer's toolkit is available to assist third party developers with creating new applications that can benefit Eudora's huge installed user base.

Distribution

Eudora pioneered the concept of seeding free quality software products on the Internet. Today, Eudora's status as the number one product in its category is due, in part, to this forward-thinking strategy. Distributed via Eudora's web site and through agreements with Internet service providers and OEMs, Eudora Light has proven to be a successful vehicle for encouraging the purchase of Eudora Pro. Most Eudora Light users who purchase Eudora Pro do so within the first three months of usage.

Products in the Eudora software family have been either licensed for distribution or purchased for use by a large number of key industry players. These companies include Microsoft, IBM, MCI, Cisco Systems, GTE, Lockheed Martin and Schlumberger.

Eudora software is also used for Internet email by many of the world's leading universities, including MIT, Stanford, University of California, Brown, and Cornell.

Eudora is available to U.S. consumers through most major retail chains, including Egghead Software, CompUSA, MicroCenter and Fry's, as well as through leading computer catalogs and on-line software stores. U.S. distributors include Ingram Micro, Tech Data, Vision Source, and Transparent Technologies. Eudora Pro is available worldwide through local distribution channels including VARs, retailers and resellers. Eudora Pro 3.0 can also be purchased directly from the Eudora web site. Suggested retail price is U.S. \$89.00. For more information, visit <<http://www.eudora.com>>.

Executive Leadership

Jeff Jacobs, Vice President and General Manager, leads the Eudora division providing strategic direction for its growing leadership in the Internet email messaging market. Jacobs joined QUALCOMM in 1986 as a market analyst for the company's OmniTRACS satellite communications product line and was promoted to product manager in 1988, and to program manager of field software in 1990. Jacobs founded the QUALCOMM Enterprise Software Technologies group (QUEST) in 1993. Under his guidance, the installed base of Eudora software has grown to become the uncontested leader in the Internet email category.

Jim DeBello, Vice President and Assistant General Manager is responsible for overseeing the day-to-day operational activities of the Eudora division, including operations, technical support, business systems, marketing, sales, program management and engineering. Prior to joining QUALCOMM, DeBello founded Solectek Corporation in 1990, leading the firm to become the industry's major supplier of internetworking products. Prior to this, DeBello was responsible for management at John M. Thornton & Associates, a San Diego-based high tech investment group specializing in the investment and operation of southern California hardware and software firms. DeBello holds a B.A. in economics and history as well as an MBA from Harvard University.

Craig Brenner, Director, Worldwide Marketing, is responsible for Eudora's domestic and international marketing programs, including business strategy and planning, customer and market research, product marketing, marketing communications and market development. From 1987 to 1994, Brenner held various sales and marketing management positions at Apple Computer, Inc. Prior to joining Eudora, he headed up Brenner Consulting Group and held engineering positions at General Electric, Digital Equipment Corporation (DEC) and Lexidata. Brenner holds a BS in electrical engineering from the University of Massachusetts at Amherst.

Ann Schrader, Director, Worldwide Sales, directs all of the Eudora division's domestic and international sales efforts, including strategic planning, corporate site licenses, channel sales, sales promotions and OEM programs. Schrader joined QUALCOMM as national sales manager in 1994. From 1992-1994, she held various positions at Stac Electronics, including channel account manager and North American sales manager. Previously, Schrader was corporate account manager for Software Publishing Corporation and ComputerLand, West Los Angeles. Ann holds a BSBM from the University of Redlands.

John Noerenberg, Director of Technology, is in charge of expanding the Eudora division's development staff, supervising new product specifications and implementations, and coordinating engineering development with marketing development. Noerenberg joined QUALCOMM in 1989 as a senior engineer, rapidly rising through the ranks to his current position. Prior to joining QUALCOMM, Noerenberg held a variety of engineering positions Amistar, GraphOn Corporation, Talaris Systems, Inc., MA/COM Telecommunications Division and INTECH, Inc. Noerenberg holds a BSEE from Purdue University.

Employees The Eudora division currently has over 80 employees, including executives, engineers, tech support and marketing specialists, working at its San Diego headquarters.

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About QUALCOMM Headquartered in San Diego, QUALCOMM develops, manufactures, markets, licenses and operates advanced communications systems and products based on its proprietary digital wireless technologies. QUALCOMM's primary products are the OmniTRACS® system (a geostationary satellite-based, mobile communications system providing two-way data and position reporting services), CDMA wireless communications systems and products and, in conjunction with others, the development of the Globalstar™ low-earth-orbit (LEO) satellite communications system. Other products include the Eudora Pro electronic mail software, ASIC products, and communications equipment and systems for government and commercial customers worldwide. For more information, please visit QUALCOMM's web site at (<http://www.qualcomm.com/>)

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