Apple Developer Connection

MS 303-2P
1 Infinite Loop
Cupertino, CA
95014-6299

May 10, 1999

Dear Apple Developer Connection member,

It's official. The iMac is the best selling computer model of all time! It has not only re-energized Apple's installed base but has attracted first-time computer buyers in a big way. And guess what? These new (and old) customers are looking for great software, hardware and peripherals for their cool new Macs. This increased demand has not gone unnoticed—nearly 2,500 new products have been introduced or updated since the iMac launch and thousands more are expected throughout 1999.

To support the sales of Mac products, Apple, in conjunction with our worldwide channel partners, has launched an aggressive campaign to ensure customers can easily locate Mac products on retail shelves through the prominent display of the Mac platform logo. We know you'll want to capitalize on this renewed interest in the Mac platform and make your products stand out to the millions of customers who want to buy Mac products. Getting involved is simple:

1. Obtain the Mac platform logo and guidelines for its use.

2. Identify all your retail products with this small, yet powerful icon.

Developer commitment to providing the new Mac logo with wide scale, high profile visibility in combination with aggressive Apple-sponsored channel programs will increase overall sales of Macintosh products. Apple is working with our channel partners to ensure that packages with the Mac logo are prominently displayed and effectively merchandised. The goal of this campaign is to build a stronger, more financially secure Mac community that will continue to thrive for many years.

Some of the planned activities to support this campaign include:

- Retail End Caps, POP, ROP and Pre-Print Exposure
- In-Store Merchandising Programs and Promotion
- Wholesale Distribution Programs
- Magazine Advertising Campaigns
- Mail-Order Catalog Programs and Promotions
- Apple Online Store Programs and Promotions

To be considered for inclusion in these exciting, high-visibility programs, your products must have the Mac logo appropriately displayed on your products' packaging as outlined on the guidelines. The Mac logo guidelines are included on the enclosed Developer CD. For more information, please see our web site at <http://developer.apple.com/mkt/maclogo.html> or contact our Licensing department at sw.license@apple.com.

Happy selling and best regards,

Clent Richardson

Vice President
Apple Worldwide Developer Relations