

Software Arts, Inc.

SOFTWARE ARTS KEY EVENTS TIMELINE

- Spring, 1970 At the M.I.T. Laboratory for Computer Science, students Dan Bricklin and Bob Frankston meet, become good friends and talk about going into business at some point in the future.
- 1973 - 1978 Bob Frankston is a computer consultant, Dan Bricklin works for Digital Equipment Corporation (1973-1976) and FasFax Corporation (1976-1977).
- Spring, 1978 Bricklin, now an MBA student at Harvard Business School, envisions an electronic spreadsheet program to eliminate the drudgery in business calculations.
- Fall, 1978 Bricklin takes a prototype to Frankston who agrees to help develop a workable version of the program.
- Winter, 1978-79 Fellow Harvard MBA, Dan Fylstra, agrees to market the new software for Bricklin and Frankston through his own young company, Personal Software, Inc.
- January 2, 1979 Software Arts is incorporated by Bricklin and Frankston. They work out of Frankston's attic in Arlington, MA.
- Spring, 1979 The first electronic spreadsheet program gets its name: VisiCalc[®].
- May, 1979 An early version of the VisiCalc program is shown to computer dealers at the West Coast Computer Faire.
- May, 1979 Personal Software moves from Massachusetts to California.
- June 4, 1979 VisiCalc is shown to the public at the National Computer Conference in New York City.
- July, 1979 First critical acclaim for VisiCalc: Benjamin Rosen calls it the "Software tail that might wag the personal computer dog," in the Morgan Stanley ELECTRONICS LETTER.
- July, 1979 Software Arts moves to offices at 905 Main Street in Cambridge, MA. Three people employed.
- October, 1979 The VisiCalc program is shipped to the public; available on the Apple[®] II computer.
- December, 1979 Software Arts moves to larger quarters in a high rise office building in Central Square, Cambridge

KEY EVENTS TIMELINE

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- March 15, 1980 Bricklin and Frankston receive Dr. Adam Osborne's White Elephant Award for outstanding achievement in the personal computer industry during 1979.
- Spring, 1980 Software Arts begins development of the TK!Solver^R program, an equation processing program with diverse applications.
- Spring, 1980 Software Arts introduces DIFTM, a format for exchanging data between personal computer programs.
- Aug.-Dec., 1980 The VisiCalc program is made available for other major hardware including PET, Atari, Hewlett-Packard and Radio Shack Computers.
- May, 1981 VisiCalc sales exceed 100,000 units.
- September, 1981 Software Arts begins publication of SATN^R (Software Arts Technical Notes), a user support journal for VisiCalc.
- October, 1981 VisiCalc is the spreadsheet that is shown^R at the first product introduction of the IBM^R PC.
- November, 1981 Dan Bricklin receives the Grace Murray Hopper Award from the Association for Computing Machinery (ACM) for his contributions to the personal computer industry through the design and development of the VisiCalc program.
- February, 1982 Personal Software changes its name to VisiCorp.
- March, 1982 Software Arts wins International Computer Programs, Inc. (ICP) "\$10 Million Award" as creators of the VisiCalc program.
- May 17, 1982 TK!Solver is introduced to the press. The first product to be produced and marketed by Software Arts.
- August, 1982 Software Arts expands and moves again to their own building, a converted chocolate factory on the Charles River (27 Mica Lane, Wellesley, MA). 67 people employed.
- September, 1982 VisiCalc Advanced Version, written by Software Arts, is introduced.

KEY EVENTS TIMELINE

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- November, 1982 Software Arts and Digital Equipment Corporation sign TK!Solver sales and distribution agreement; the first of numerous OEM agreements for the TK!Solver program.
- February, 1983 TK!Solver is shipped to the public; available on the IBM PC.
- February, 1983 TK!SATNTM, a user support journal for TK!Solver, begins publication.
- February, 1983 VisiCalc sales exceed 500,000 units.
- February, 1983 TK!SolverPackTM applications packages for Mechanical Engineering and Financial Management are shipped to the public.
- March, 1983 Software Arts wins ICP "\$25 Million Award" as creators of the VisiCalc program.
- April, 1983 TK!Solver begins international distribution in the United Kingdom, New Zealand, Australia, Sweden, Canada, Ireland, Norway, Finland and Denmark.
- May, 1983 Soft*letter calls SATN, "the best user support newsletter in the software industry."
- June, 1983 Software Arts signs agreement with McGraw-HillTM Book Company's Professional and Reference Division for the publication and distribution of a major series of TK!SolverPack applications packages.
- July, 1983 Software Arts and Wang Laboratories sign a sales and distribution agreement for the TK!Solver program.
- August, 1983 Software Arts forms a unique Research and Exploratory Development group for the creation of new products to meet the needs of the mid-1980's.
- September, 1983 TK!SolverPack for Introductory Science is shipped to the public.
- September, 1983 TK!Solver 1.2: an enhanced version of the program is introduced. All registered users receive free upgrade disks.

KEY EVENTS TIMELINE

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- November, 1983 TK!Solver and TK!SolverPacks available for the Apple //e.
- December, 1983 MSTM-DOS version of TK!Solver introduced: specifically configured for the TI Professional Computer, Canon AS-100, GridTM Computer, Zenith Z-100TM, Eagle^R 1600, and Toshiba T300. Can also be configured by users for other MS-DOS machines.
- December, 1983 Software Arts awarded a Federal Supply Schedule Contract by the General Services Administration for the sale of TK!Solver to federal government agencies.
- January, 1984 Software Arts signs two agreements with McGraw-Hill Book Company's College Division for the sale and distribution of TK!Solver through more than 3,500 U.S. college and university bookstore outlets, and for the publication and distribution of a series of TK!SolverPack applications packages based on their college texts.
- Winter, 1984 Company cofounders Bricklin and Frankston announce a restructuring and expansion of the executive management group, to provide for the 1984 new product introduction program and extensive corporate-wide growth. 150 people on staff at Software Arts.

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Zenith Z-100 is a trademark of Zenith Data Systems.

For further information,

Contact: Frank Morgan
Bill Gurley

SOFTWARE ARTS, INC.

FACT SHEET

COMPANY BACKGROUND

Founded	1979
Location Mailing Address	27 Mica Lane, Wellesley, MA 02181
Description	A leader in the innovation and development of computer software for business and professional use.

PRODUCTS

VisiCalc®

An "electronic worksheet" program that allows non-computer-oriented professionals to do financial planning, analysis, forecasting, and related calculations on personal computers.

The company has adapted the VisiCalc program for more than ten models of personal computers and produced an enhanced version of the program.

TK!Solver™

An interactive personal computer product that solves engineering and business problems without programming. The power of the TK!Solver program comes from the ease with which the personal computer user can set up problems, vary assumptions, find solutions, and display results. All the facilities needed to solve the problems are built-in, and need not be developed by the user.

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TK!SolverPacks™

Application packages for use with the TK!Solver program, each of which contains several predefined models to solve particular problems in a given field. Each model--the formula for solving a specific problem--has pre-set equations, tables, and values for solving that particular problem! Models are usable as-is, or easily modified to suit specific circumstances

DIF™

DIF, a file format, provides a standard means for data exchange among different computer programs, the first such format in the industry. Software Arts supports the DIF standard through its DIF Clearinghouse.

SUPPORT MATERIAL**SATN®**

SATN (Software Arts' Technical Notes) is a bi-monthly publication designed to provide valuable "how-to" technical and professional support for users of the VisiCalc program.

COMPANY PRINCIPALS

Daniel S. Bricklin	Chairman of the Board and Executive Vice President
Robert M. Frankston	President
Julian E. Lange	Chief Operating Officer and Executive Vice President
Tracy R. Lickliger	Vice President of Operations

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™DIF is a trademark of Software Arts, Inc.

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™TK!SolverPack is a trademark of Software Arts, Inc.

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For further information,

Contact: Frank Morgan
Bill Gurley

SOFTWARE ARTS, INC.

COMPANY BACKGROUND

Software Arts, Inc., of Wellesley, Mass., the creator of the VisiCalc® and TK!Solver™ programs, is a leader in the innovation and development of personal computer software.

VisiCalc, the most popular business program ever developed for personal computers, is a highly versatile software package that for the first time allows non-computer-oriented professionals to do financial planning, analysis, and related calculating tasks. The VisiCalc program has sold well over 300,000 copies in three years and is credited with substantially increasing overall sales of personal computers during that period.

Software Arts has recently introduced its newest product, TK!Solver, an interactive personal computer program that solves engineering and business problems without programming. The power of the TK!Solver program comes from the ease with which the personal computer user can set up problems, vary assumptions, find solutions and display results. All the facilities needed to solve the problems are built-in, and need not be developed by the user.

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Additional innovations introduced over the past two years include an enhanced version of the VisiCalc program and the DIF™ file format, which provides a standard format for data exchange among different software packages. The company has also initiated publication of SATN® (Software Arts' Technical Notes), a "how-to" applications journal for VisiCalc users that has attracted more than 7,800 subscribers (at \$30 each). A similar support publication for the TK!Solver program is also planned.

To accommodate its current and future growth, Software Arts has recently purchased, renovated, and moved into a three-story, 30,000-square-foot building in Wellesley, Mass. The company runs a completely automated office -- computers are used for electronic mail, word processing, and software development.

Founded in 1979, Software Arts has grown to annual revenues in excess of \$4 million. Presently in the midst of rapid expansion due to demand for its products and services, the firm has grown from two to over 70 employees in less than three years and expects to number more than 100 professionals and support staff by mid-1983.

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Software Arts grew from a collaboration between Daniel S. Bricklin and Robert M. Frankston. Bricklin, with a degree from M.I.T., and previous experience in computer science, was then a graduate student at the Harvard Business School. Frankston, also an M.I.T. graduate, was a computer scientist with 13 years' experience in industry. The two started out to develop a powerful software product that would perform financial forecasting and analysis on personal computers--essentially an "electronic worksheet"--a task that most other seasoned professionals had not even considered. The result was VisiCalc, which became the best-selling business program in history. Software Arts' creation of the VisiCalc program is credited with being responsible for changing people's perception of personal computers from being mere toys for hobbyists to being valued tools for professionals.

"[VisiCalc] is a piece of superb software, a work of art, that has been designed by people who know software, for an industry that sorely needed their arrival," said the renowned Dr. Adam Osborne in presenting Software Arts with a major award for "the most significant contribution to the microcomputer industry in 1979."

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Today, Bricklin, the Chairman of Software Arts, and Frankston, the President, head a rapidly growing company which is making major advances in software technology. Filling out the management team are Julian E. Lange, a former faculty member at the Harvard Business School, who holds an M.B.A. and a doctorate in economics from Harvard University and serves as Chief Operating Officer, and Tracy R. Lickliger, Vice President of Operations, who previously headed his own small business software company.

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For further information,

Contact: Frank Morgan
Bill Gurley

SOFTWARE ARTS, INC

VISICALC BACKGROUND

VisiCalc®, introduced in 1979 by Software Arts, Inc., has become the best selling business program in the history of the personal computer industry. A highly versatile software package, VisiCalc for the first time allows non-computer-oriented professionals to do financial planning, analysis, and related calculating tasks on personal computers. It has sold well over 300,000 copies in three years and is credited with substantially increasing the overall sales of personal computers during that period.

Software Arts was co-founded by Daniel Bricklin and Robert Frankston, two computer professionals who had many years of experience creating computer software prior to founding the company and creating the VisiCalc program.

Bricklin and Frankston started out to develop a software product that would perform financial forecasting and analysis on microcomputers--a task that most other seasoned professionals had not even considered.

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"First, we looked at the way people had been using calculators--with the aid of a sheet of paper to plan their work and record immediate results--and saw that a combination of the calculator and a video screen could be an incredibly powerful tool," said Bricklin, Chairman of the Board of Software Arts. "This was our starting point for the VisiCalc program. We wanted to develop a program that would, when you changed one number, automatically recalculate the entire problem."

The result was the VisiCalc program which is credited with raising people's perception of personal computers from being mere toys for hobbyists to being valued tools for professionals.

Basically, the VisiCalc program is an "electronic worksheet", organized into rows and columns of entries, that can perform calculations and recalculations with ease. The power of the program lies in the ease with which the user can ask the "what if" questions which are so important in planning, forecasting and analysis.

"The real significance of the VisiCalc program to business," said Robert Frankston, President of Software Arts, "is that, because of the speed with which it can recalculate solutions to problems, you can use it to look ahead and determine financial situations based on a number of different variables. The program dramatically increases the productivity

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of professionals using it, who can now do in minutes what once took hours. Not only does the VisiCalc program save great amounts of time, it also allows users the freedom to explore new and different types of analysis.

"The program features numerous built-in functions, such as trigonometric and logical functions, and net present value, a commonly used financial function. The user can also control the formatting of numbers and text, as well as split the screen to view two different parts of the sheet at once. No knowledge of programming is needed to make use of these and other powerful features of the VisiCalc program.

"We constructed the program to take care of all the details and keep track of the data," said Frankston, "because it is important that the user be able to simply lay out the information and then be freed to work on the application." This idea is in contrast with traditional methods of programming which require that the problem be essentially worked out before the program is written.

"The basic goal of VisiCalc," said Bricklin, "is to provide a tool with which people can make effective use of the personal computer. It does not try to do everything and does require some effort on the part of the user in order to apply it to a specific application. But in taking care of all the details and calculations it allows the user to concentrate on determining exactly the answers needed."

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VisiCalc

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Founded in 1979, Software Arts has grown to annual revenues in excess of \$4 million. Presently in the midst of rapid expansion due to demands for its products and services, the company has grown from two to over 70 employees, and expects to number more than 100 professionals and support staff by mid-1983.

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For Immediate Release

For Further Information:

Lisa Borman

VISICALC^R BACKGROUND

VisiCalc, introduced in 1979 by Software Arts™, the creator of TK!Solver™, has become the best selling business program in the history of the personal computer industry. A highly versatile software package, VisiCalc allows non-computer-oriented professionals for the first time to do financial planning, analysis, and related calculating tasks on personal computers. It has sold over 400,000 copies in three years and is credited with substantially increasing the overall sales of personal computers during that period.

Software Arts was co-founded by Daniel S. Bricklin and Robert M. Frankston, two computer professionals who had many years of experience creating computer software prior to founding the company and creating the VisiCalc program.

Bricklin and Frankston started out to develop a software product that would perform financial forecasting and analysis on personal computers - a task that most other seasoned

professionals had not even considered.

"First, we looked at the way people had been using calculators--with the aid of a sheet of paper to plan their work and record immediate results--and saw that a combination of the calculator and video screen could be an incredibly powerful tool," said Bricklin, Chairman of the Board of Software Arts. "This was our starting point for the VisiCalc program. We wanted to develop a program that would, when you changed one number, automatically recalculate the entire problem."

The result was the VisiCalc program which is credited with raising people's perception of personal computers from being mere toys for hobbyists to being valued tools for professionals.

Basically, the VisiCalc program is an electronic spreadsheet, organized into rows and columns of entries, that can perform calculations and recalculations with ease. The power of the program lies in the facility with which the user can ask the "what if" questions, which are so important in planning, forecasting and analysis.

"The real significance of the VisiCalc program to business," said Robert Frankston, President of Software Arts, "is that, because of the speed with which it can recalculate solutions to problems, you can use it to look ahead and determine financial

situations based on a number of different variables. The program dramatically increases the productivity of professionals who can now do work in minutes that once took hours. Not only does the VisiCalc program save great amounts of time, it also allows users the freedom to explore new and different types of analysis."

The program features numerous built-in functions, such as trigonometric and logical functions, and net present value, a commonly used financial function. The user can also control the formatting of numbers and text, as well as split the screen to view two different parts of the sheet at once. No knowledge of computer programming is needed to make use of these and other powerful features of the VisiCalc program.

"We constructed the program to take care of all the details and keep track of the data," said Frankston, "because it is important that the user be able to simply lay out the information and then be freed to work on the application." This idea is in contrast with traditional methods of programming which required that the problem be essentially worked out before the program is written.

Additional innovations introduced over the past two years include enhanced versions of the VisiCalc program, such as VisiCalc^R Advanced Version. VAV runs on the Apple III and on Digital Equipment Corporation's ProfessionalTM 350 personal

computer. It has been recently announced on the IBM^R Personal Computer.

"The basic goal of VisiCalc," said Bricklin, "is to provide a tool with which people can make effective use of the personal computer. It does not try to do everything and does require some effort on the part of the user in order to apply it to a specific application. But in taking care of all the details and calculations it allows the user to concentrate on determining exactly the answers needed."

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Personal Computer is a trademark of International Business Machines Corporation.

For Immediate Release

For Further Information:

Lisa Borman or Louise McGowan

SOFTWARE ARTS EXPANDS EXECUTIVE MANAGEMENT RANKS

WELLESLEY, MA, January 31, 1984 -- Daniel S. Bricklin and Robert M. Frankston, cofounders of Software Arts™, have announced a restructuring and expansion of the company's executive management group, to provide for the 1984 new product introduction program and extensive corporate-wide growth.

Creators of the TK!Solver^R and VisiCalc^R programs for personal computers, Software Arts is a leader in the development of innovative software for business and professional use. The company was founded in 1979 and currently employs more than 150 people.

The new management structure is as follows:

Dr. Julian E. Lange: President and Chief Executive Officer
Mr. Tracy R. Lickliger: Executive Vice President and
Chief Operating Officer

The following people have been promoted to Vice President:

Mr. Stephen M. Bayle: Vice President, Product Development
Mr. Frank Belvin: Vice President, Software Development
Ms. Donna D. Conlin: Vice President, Human Resources
Mr. Richard Lange: Vice President, Finance
and Chief Financial Officer

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Software Arts Expands Management
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Mr. Bruce H. Rampe: Vice President, Marketing and Sales
Dr. David P. Reed: Vice President,
Research and Exploratory Development
and Chief Scientist

In addition, Mr. Nicholas J. Amdur has joined the firm as Vice President for Operations and Administration.

Daniel Bricklin and Robert Frankston are Chairman and Vice Chairman/Executive Vice President, respectively.

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For Further Information:

Lisa Borman or Louise McGowan

ABOUT SOFTWARE ARTS

THE COMPANY

Software Arts is dedicated to creating, developing and producing original software that advances the personal computer field. It is the only company whose products have created and dominate two of the six major product categories in the software industry.

VisiCalc^R, created by Software Arts, was the first electronic spreadsheet program, and it remains the best-selling business software product of all time. The company's TK!Solver^R program is the first equation processing program ever developed for personal computers.

Software Arts is a privately held company, founded by Daniel S. Bricklin and Robert M. Frankston at the time they invented VisiCalc in 1979. Today, the firm employs more than 150 people, and is growing at a rate of more than 50 percent annually.

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Software Arts is headquartered in a modern, computerized facility on the Charles River in Wellesley, MA. Staff members work in a fully automated "office of the future" environment, communicating with each other and outside businesses via the company's electronic mail system. Computers are used for every facet of business, including word processing, personal schedules, company reports and, of course, software development.

THE PRODUCTS

VisiCalc

When Software Arts created VisiCalc, industry observers say, the personal computer advanced in stature from a toy for hobbyists to an effective tool for professionals. The first electronic spreadsheet, VisiCalc is organized into rows and columns of entries and can perform calculations and recalculations with ease. This highly versatile software package allows non-computer-oriented professionals to do financial planning, analysis and related calculating tasks on personal computers, dramatically increasing their productivity.

More than 650,000 copies of VisiCalc have been sold in four years, and the product is credited with substantially increasing overall sales of personal computers during this period. Software Arts has adapted VisiCalc for a variety of machines and has produced enhanced versions of the program, including VisiCalc Advanced Version.

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TK!Solver

TK!Solver does for scientists and engineers what VisiCalc did for financial managers: it provides a method for using the personal computer to quickly and accurately make routine calculations and recalculations. The first equation processing program ever developed for personal computers, TK!Solver is an interactive program that solves problems without programming.

The basic strength of the TK!Solver program is its back-solving capability, which allows a user to solve for any of the variables in an equation without restating the problem. Other features include iterative solving, list solving, tables and graphs and automatic unit conversion.

Software Arts is marketing versions of TK!Solver for a variety of major personal computer brands.

TK!SolverPack Applications Packages

Software Arts has engaged experts in a variety of fields to develop applications packages for use with the TK!Solver program. Each TK!SolverPackTM applications package contains about a dozen models with the necessary equations, values and tables for solving particular problems in a given field. The Financial Management TK!SolverPack, for example, offers predefined models for problems involving compound interest calculations, level debt service analysis, bond swap analysis

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and option investment performance. On all TK!SolverPacks, the models are usable as is or can be easily modified to suit specific circumstances, unlike BASIC, FORTRAN or programmable calculator programs.

SATN and TK!SATN

Software Arts produces two highly acclaimed bi-monthly applications journals: SATN^R (Software Arts Technical Notes) for VisiCalc users and TK!SATNTM, for users of the TK!Solver equation processing program. Each offers valuable "how to" technical and professional support, to help users take full advantage of the power of these programs.

DIF

The DIFTM format was designed by Software Arts to permit data exchange among different software packages. The first such format in the industry, the DIF feature is available on numerous leading software products, by Software Arts and other companies. Software Arts encourages use of this format by all software developers, providing the technical specifications at a nominal charge.

EMACS

The EMACS editor offered by Prime Computer, Inc. is based on the EF screen editor, developed by Software Arts for internal
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ABOUT SOFTWARE ARTS

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use and later sold to Prime. A real-time display editor, EMACS can be adapted to various applications, terminals and personal preferences. It offers multiple work areas, split screen and "cut and paste" features.

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For Immediate Release

For Further Information:

Louise McGowan or Lisa Borman

SOFTWARE ARTS TO OPEN INTERNATIONAL OFFICE

Richard Sumner Named International Sales Manager

Wellesley, MA -- To support the strong international sales of its TK!Solver® and VisiCalc® personal computer programs, Software Arts has announced the appointment of an International Sales Manager, and the establishment of an office in Ipswich, England.

"International markets offer tremendous potential and already comprise a significant portion of our business," said Bruce H. Rampe, Vice President of Marketing and Sales. "Our goal is to be in the best possible marketing position throughout the world."

The international office, under the direction of International Sales Manager Richard Sumner, will be responsible for all marketing, sales and support of Software Arts products in Europe, Asia, and Australia. Software Arts is currently working with distributors in Australia, Canada, France, Germany, Italy, Japan, New Zealand, Spain, the United Kingdom, Asia Pacific, Latin America and Scandinavia; and plans to sign additional distribution agreements.

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Sumner joins Software Arts from Practicorp (formerly Micro Software International Inc.) where he was Sales Director. A mathematics and computer science graduate of England's Ratcliffe College, Sumner has been heavily involved in export sales and marketing of computer and other consumer products. He has also served as Marketing Services Manager for International Computers Ltd., Marketing Director for Cubitt Holdings Ltd. and Export Manager for Celestion International.

"Software Arts' commitment to the development of international markets is reflected in product design and adaptation for non-U.S. business and in full support," Sumner said. "To us, support means a physical presence in the relevant territory, and the ability to understand the unique requirements of each market."

Software Arts International will open in June 1984 at 43 Buttermarket, Ipswich, Suffolk, England. Telephone: 0473 221551, Telex: 98501 SAINT G. Software Arts is headquartered at 27 Mica Lane, Wellesley, Massachusetts 02181, USA.

For Release: November 26, 1984

For Further Information

Louise McGowan or Lisa Borman

SOFTWARE ARTS ANNOUNCES SPOTLIGHT 1.1 FOR IBM PC AT
New Version Offers Autodial Feature

Wellesley, MA -- A new version of Spotlight™, the popular desktop management software program, has been announced by Software Arts. Spotlight 1.1 supports the new IBM® PC AT™ computer, and features a sophisticated yet simple to use autodialer.

Registered Spotlight users will receive free upgrade disks in early December, according to Bruce H. Rampe, Vice President of Marketing and Sales.

The autodialer, added to the phone book accessory, is activated with a simple command. A number listed in the phone book can be dialed automatically, or edited before calling. The feature permits prefixes and suffixes to be added to phone numbers (for long distance services, charge calls, or internal call coding), and it can insert pauses between numbers. Spotlight's autodialer works with Hayes™ compatible modems, and can be set for pulse or tone commands.

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SOFTWARE ARTS ANNOUNCES SPOTLIGHT 1.1 FOR IBM PC AT
New Version Offers Autodial Feature
Page 2

The new Spotlight program also offers a color set feature called Kaleidoscope, which allows users to view Spotlight's accessories in a rainbow of colors. Users select colors for five elements in each Spotlight accessory. The border, background, typeface, cursor, and text in the cursor can be viewed in up to 16 different colors which makes for an eye-catching in-store demo.

Other enhancements include the ability to format AT floppies and to sort accurately by international characters as well as the English alphabet.

"These enhancements make Spotlight even more functional, and place us in the best possible market position with this product," Rampe said. "The most asked for new feature was an autodialer, and we're pleased to be able to give our users the best of its kind."

"We're happy to be able to offer this kind of support to our Spotlight users," added Daniel S. Bricklin, Chairman.

Introduced by Software Arts in September, Spotlight is the most powerful desktop management software product on the market

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SOFTWARE ARTS ANNOUNCES SPOTLIGHT 1.1 FOR IBM PC AT
New Version Offers Autodial Feature
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today. It works alone or in background with nearly every program for the IBM PC, XT and AT, and includes: a note pad, calculator, index card file, phone book, appointment book and a unique DOS filer that gives users easy access to operating system commands.

Spotlight 1.1 data files are upwardly compatible with the original 1.0 version. In addition to the PC AT, Spotlight 1.1 runs on the IBM PC and XT, Compaq® portable and DeskPro computers, and true IBM PC compatibles.

Software Arts, located at 27 Mica Lane in Wellesley, MA is also the creator of the VisiCalc® electronic spreadsheet program and the TK!Solver® equation processing program for personal computers.

For Immediate Release

For Further Information:

Louise McGowan or Lisa Borman

Software Arts has signed a contract with International Business Machines Corporation under which IBM will market the Spotlight™ program for the IBM Personal Computer product line.

IBM will market Spotlight through its marketing representatives and Product Centers.

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For Immediate Release

For Further Information:

Louise McGowan or Lisa Borman

COMPUTERLAND PICKS SPOTLIGHT

Wellesley, MA -- Software Arts has signed a central purchasing agreement with ComputerLand Corporation for the new SpotlightTM program.

Spotlight is the most powerful desktop management software product on the market today. It works alone or in background with nearly every program for the IBM[®] PC, XT and ATTM. Accessories include a note pad, calculator, index card file, phone book with autodialer, appointment book, and a unique DOS filer that gives users easy access to operating commands.

"We are proud that ComputerLand has given its approval of Spotlight," said Bruce H. Rampe, Vice President of Marketing and Sales for Software Arts. "We expect that ComputerLand stores will begin carrying the product early this year." He added that ComputerLand has also selected Spotlight to be part of their first quarter product promotion.

(more)

Contact: Borman/Williams, Inc., 156 Fifth Avenue, New York, New York 10010, (212) 206-9090

Software Arts is a trademark of Software Arts, Inc. and Software Arts Products Corp.

ComputerLand Corporation, located in Hayward, CA, is the world's largest retailer of personal computers, with over 750 retail stores in 24 countries. Products are approved for ComputerLand purchasing by both corporate personnel and a committee composed of franchisees, whose evaluations are based on several factors, including ease of use, documentation and vendor support.

Software Arts, located at 27 Mica Lane in Wellesley, MA, is also the creator of VisiCalc®, the first electronic spreadsheet, and the TK!Solver® program, the first equation processor for personal computers.

SPOTLIGHT

Behind every great program is a great program.

The Spotlight™ program is a set of powerful desktop accessories that revolutionizes the way you work. Just a keystroke lets you perform six essential functions, even while you're using another program. Another keystroke gets you back to where you were.

No matter what application program you're working in – including VisiCalc®, 1-2-3™, WordStar®, dBase II®, pfs:File®, Multimate®, MicroSoft Word™, TK!Solver®, and Symphony™ – Spotlight gives you instant access to your appointments, files, phone numbers, notes, index cards, and a calculator. The Spotlight commands are easy to follow. The accessories display easy-to-use menus. And online help is always available.

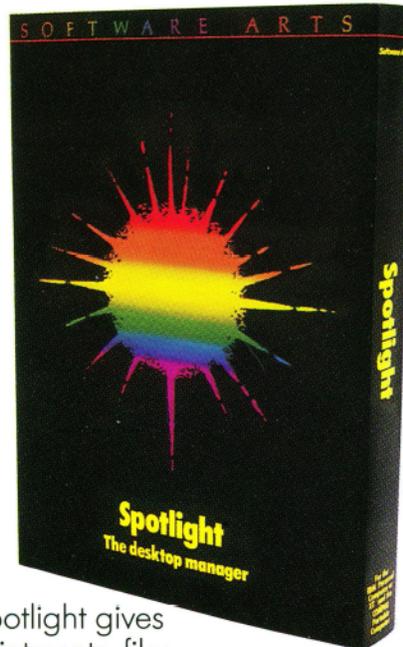
Here's what you can do with Spotlight:

SCHEDULE AND LOOK UP APPOINTMENTS

Appointment Book – schedule daily and weekly meetings or display a monthly calendar. Set an alarm to remind you of appointments, even if you're using another program.

FORMAT DISKS OR SORT YOUR DIRECTORIES

DOS Filer – perform operating system tasks without leaving your program. List, create, and delete directories; sort, copy, delete, and view files. Even format disks.



FIND PHONE NUMBERS AND ADDRESSES INSTANTLY

Phone Book – find and instantly display any name, address and phone number from 36 available lists. Each list can hold 500 different entries.

JOT DOWN NOTES WHERE YOU CAN FIND THEM

Note Pad – jot a note or write and edit messages up to eight pages long and save them on a disk.

KEEP YOUR "TO DO" LIST UP-TO-DATE

Index Card File – search up to 36 separate files, each of which can contain 500 alphabetically sorted cards.

CALCULATE NUMBERS INSTANTLY

Calculator – calculate math problems and insert the answers into the program you're using.

Spotlight is the great program behind every great program you use.

System requirements: IBM® PC or XT™ or COMPAQ® portable computer, one disk drive, 75K memory for RAM resident portion, DOS 2.0 or higher. Printer optional. Can be installed on hard disk. Runs with most IBM PC software packages.

Spotlight™
By Software Arts™