



CADKEY

CAD/CAM/CAE Software

TO: DataCAD Dealers/U.S. and Canada
FROM: Cadkey, Inc. Sales and Marketing Management
RE: New DataCAD Pricing
DATE: August 31, 1993

The imminent release of DataCAD 5 has given us the opportunity to seriously consider the product's price, market position and future. We know that dealers and end users alike are reacting very favorably to the new version. We know that increasing market share is critical to long term success in any business and that this is especially true for us with the release of a MS Windows version next year. We know that most DataCAD seats are now sold at \$495. We know, based upon feedback from many of you, that much of your revenue comes from the sale of ancillary services (support, installation, training, etc.).

For these and other reasons we have decided to offer DataCAD 5 for \$495.

As of Wednesday, September 1st, the extended promotions on DataCAD 4 are no longer in effect and the new DataCAD 5 pricing is as follows:

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|---|--|-------|
| ★ | DataCAD 5 | \$495 |
| ★ | DataCAD 5 additional seats | \$495 |
| ★ | DataCAD 5 Home use System | \$495 |
| ★ | Upgrade from all previous versions of DataCAD to DataCAD 5 | \$495 |

The above listed prices are U.S. commercial recommended retail prices. For educational pricing, call Cadkey, Inc.'s Education Department. These prices also make it easy to remember "everything" on the price list.

Competitive Upgrades and Maintenance have been discontinued. All current Maintenance Contracts will be honored for their full contract period which includes priority technical support and any upgrades released for one year. We will provide 60 days of free telephone support for new users

All authorized DataCAD dealers will receive a 50% discount on all DataCAD orders through December 31, 1993.

The new DataCAD 5 pricing is intended to increase market share for DataCAD and you. Cadkey, Inc. is contracting now with a direct mail company and is planning a massive direct mail campaign for DataCAD 5 for mid-October. Generating thousands of new leads, along with the aggressive new pricing structure we're offering, will allow us to increase sales volume significantly and create a broad base from which to build for the future MS Windows product releases.

You are encouraged to prepare market plans and set in place programs for charging customers for installation and support of DataCAD 5 and future DataCAD products. We are also evaluating a proposal for the creation of a robust set of training tools for your use.

Lead fulfillment will be improved with the direct link into Cadkey, Inc. via E-Mail or Compuserve.

We ask for our continued support in promoting our new DataCAD product and pricing. We believe this is a win-win situation for everyone. If you have any questions please call Dawn Wynkoop at 203 298-6413 or me at 203 298-6421.

Best regards,



Charles Ferrucci
Vice President Marketing

P.S. All orders received prior to the release of DataCAD 5 will be fulfilled with DataCAD 4 and upgraded at no charge.