



11th November 1993

Acorn Computers Limited
Acorn House
Vision Park, Histon
Cambridge CB4 4AE
England
Telephone 0223 254254
Fax No 0223 254262

Dear Dealer,

You will no doubt have seen in the trade press reports on the complaint which Commodore UK have made about Acorn's advertising campaign. I, therefore, felt it worthwhile to write to you and explain the situation.

You will see from the attached Acorn Press Release that the matter has now been settled and that as a result of the complaint Acorn has voluntarily withdrawn the use of its Home Computer Minefield video. Fortunately this has coincided with the planned launch of the second phase in our advertising which will continue to promote the use of Acorn Computers in the home and will of course emphasize the strength of Acorn, particularly with regard to its Educational benefits. You will, therefore, start to receive leads for the second part of our campaign from next week onwards. You will also receive copies of the new video which I am sure you will find an extremely useful point of sale device during the run up to the Christmas buying season.

There are many thousands of sales yet to be made of Acorn Computers prior to Christmas make sure that you get your share by following up the leads that we send you and taking full advantage of the copromotional advertising scheme which we have on offer.

If you require any further information please do not hesitate to contact either your Acorn Area Sales Manager or the Acorn Sales Office on 0223 254 254.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Terry Shurwood", with a long horizontal flourish underneath.

Terry Shurwood General
Manager - Sales



Registered Office Acorn Computers Limited
Acorn House, Vision Park, Histon
Cambridge CB4 4AE, England
Registered No 1403810
VAT No. GB 432 2094 84