

SALES NEWS Issue 71

15th April 1993

Dear Dealer

The Turbo Challenge Promotion

We are now approaching the spring/summer season and it is necessary for Acorn to know which dealers will be participating in the above scheme, so that appropriate arrangements can be made to direct customers to you.

We have previously mailed you with full information on the scheme but in case these have been mislaid, below are details of the promotion, in brief:

Duration: 15th March - 31st August 1993

Level 1 This scheme provides added value to the Family Pack Solution by including the following items: Turbo Challenge 2 game, on site maintenance, Quickshot joystick, £200 software discount vouchers (redeemable at Acorn dealership)

Level 2 Acorn supply additional Point of Sale material, eligibility in competition and model Lotus car as prize

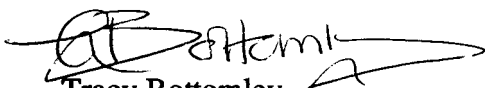
Competition details: fastest time on Turbo challenge goes through to regional final when the winner wins the big prize - an all expenses paid trip to the Monza Grand Prix in Italy during September, with VIP access to the pits.

Level 3 Co-operative Advertising and Promotional Support (as per the attached)

To participate in this promotion, please use the enclosed order form. Please be aware that the entry level threshold is the purchase of just 2 Family Packs @ normal dealer discounts. There is also the opportunity for you the dealer to go to the Grand Prix.

If you have any further queries, please do not hesitate to call us on 0223 254254.

Yours faithfully


Tracy Bottomley
Tele-Sales Supervisor

Acorn 