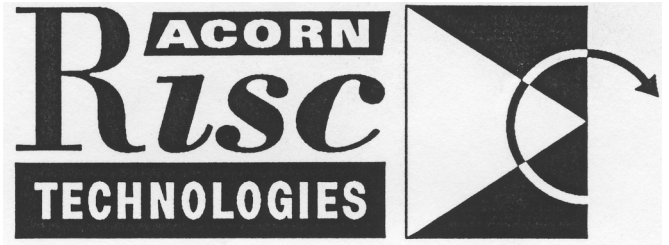


21st May, 1996



StrongARM scheme

You will remember that the first phase of the StrongARM scheme involved the issue of priority order forms to Clan members, and that you will receive a payment of £35 for each sale made where the customer nominates you as their supporting dealer.

The scheme is now being rolled out to non-Clan members; here is an overview.

Phase I

Clan members mailed with £249 ex VAT offer; £50 deposits to Acorn Direct; priority certificates issued. Customers will be invoiced for full amount when product available.

Phase II

All purchasers of Risc PCs during end-May and June will receive a £99 offer for StrongARM upgrade; customers receive non-Clan version of certificate confirming their order and adding them to the end of the queue.

Phase III

Dealers at Wakefield show hand out application forms to customers (to be returned to Acorn Direct); these customers are also added to the queue.

Phase IV

Dealers hand out application forms to customers on their premises. Dealers may pre-nominate themselves on the forms to earn the £35 payment. These customers also return their forms to Acorn Direct and are added to the queue.

By routing everyone into the product queue we are able to ensure that customers receive product in order-date rotation (i.e. Clan members will receive priority). This should relieve you (and us) of the problems associated with product allocation.

We enclose a 'master' copy of the StrongARM claim form for you to photocopy and hand out to your customers. Your customers should return the form to Acorn Direct as explained on the form. They will then receive a certificate confirming their order. If they don't pay with order they will be invoiced when product is available and must pay within 30 days (or they will lose their allocation).

If you have any queries on the above scheme please call Tilly Storr (01223 577808) or Chris Cox, Acorn Risc Technologies.

Dealer Information - No. 2