



1990 Worldwide Developers Conference



MacWarehouse

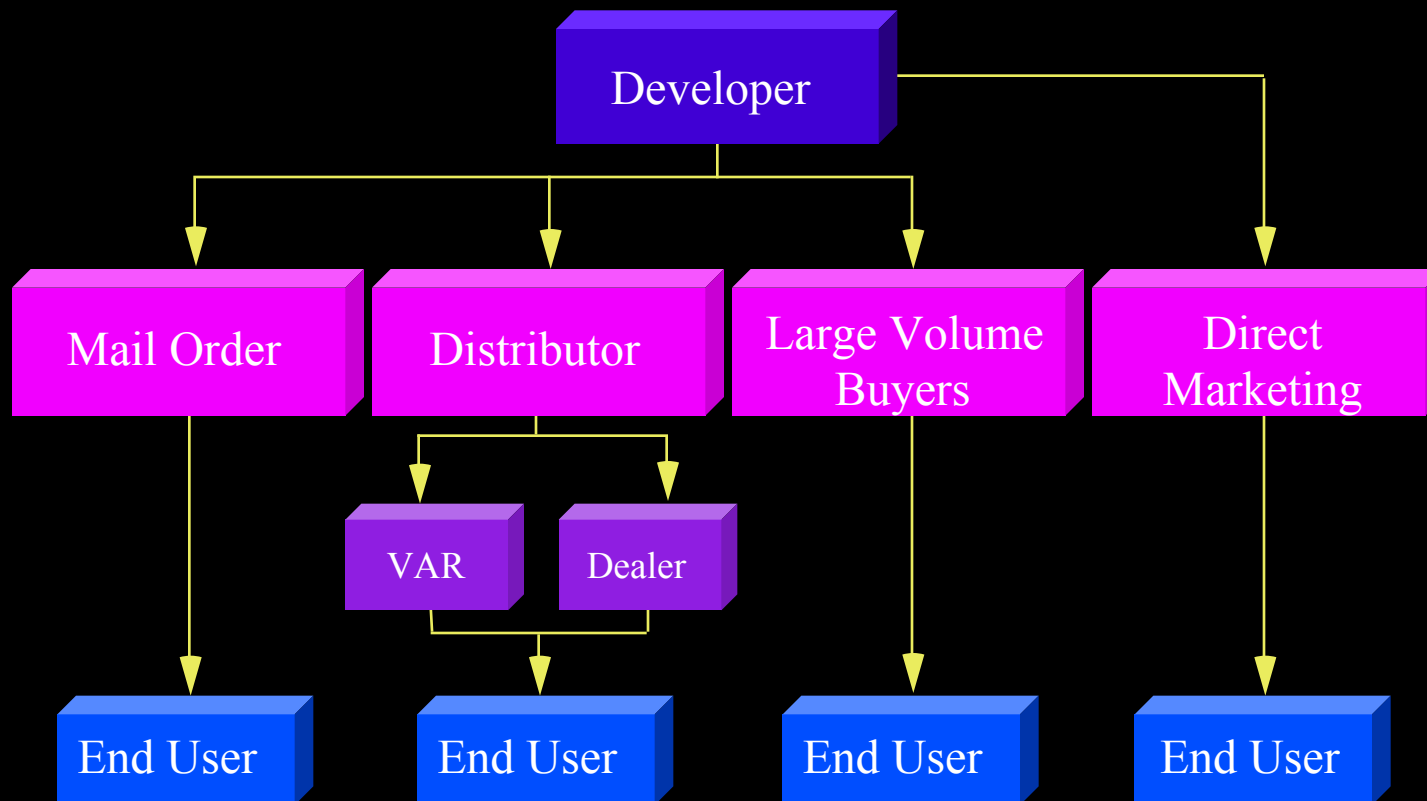
Marc Williams
Director-Special Projects



Distribution

Why Choose Mail Order?

Methods of Distribution



Why Vendors Choose Mail Order?

- Market share
- Product availability
- Convenience

Why End Users Choose Mail Order?

- Product selection and availability
- Overnight delivery
- Price

**Think of Your Advertisements
in MacWorld and MacUser as
a Catalog of Your Products...**

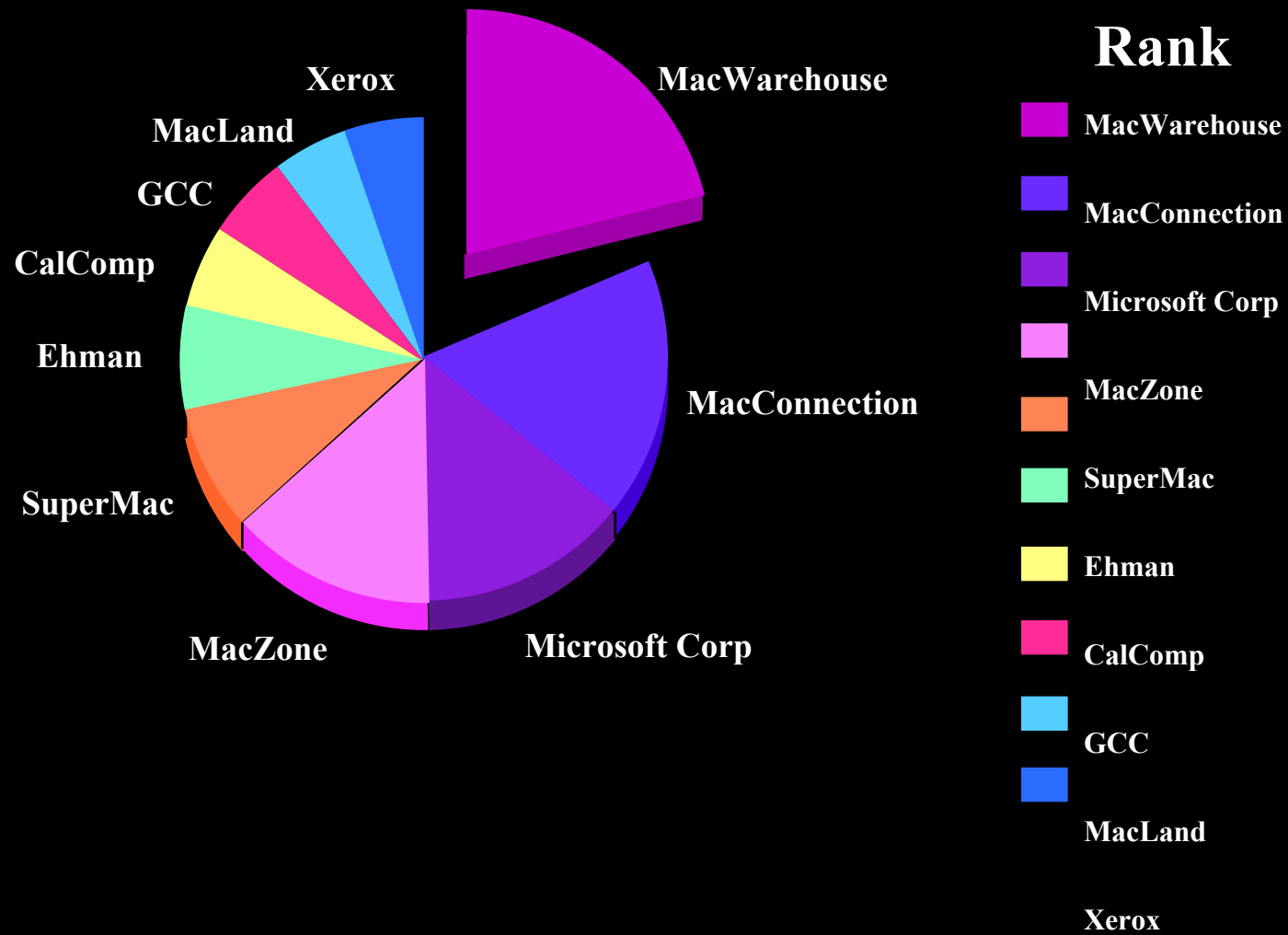
**...And the Mail Order sections as
the Order Forms.**

**Why
Choose
MacWarehouse?**

Market Share

- Largest advertiser in the Mac Market
- Catalog distribution
- Corporate program
- College bookstore program
- CompuServe and Prodigy

Advertiser's Index



Product Availability

- Stock all products advertised
- Overnight shipping on orders in by midnight
- Carry over 1,500 products
- Same day product fulfillment

Convenience

- Coop advertising
- FaxFact system
- Product introductions
- Centralized large volume purchasing

How to do Business with MacWarehouse

- Product evaluation: (Submit the following)
 - Current promotional material
 - Exact product name and version number
 - Suggested retail price
 - Exact name of company
 - Information on copy protection
 - Packaged sample of product
 - Schedule of reviews and advertising plan
 - Distribution list
 - Discount Schedule
 - Terms
- Commitment for Co-op Advertising

Who to Call at **MacWarehouse**

- Product Evaluation
 - Deborah Cooper Director of Mktg. and Sales
 - Marc Williams Director-Special Projects
- Co-op Advertising
 - Gary Meyer Space Advertising Manager
 - Lisa Gamberdell Catalog Advertising Manager
- Purchasing
 - James McDowell Purchasing Manager

MacWarehouse

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The power to be your best