



Monday October 15, 1990

Mr [REDACTED]
PO Box [REDACTED]
MARGARET RIVER 6285

Dear Mr [REDACTED]

As a valued Apple user, I would like you to hear first hand about the much-heralded launch of three important new additions to the Apple family.

The Macintosh Classic, the Macintosh LC and the Macintosh IIsi.

These outstanding new models will be officially released on October 16. And they continue the vision established by Apple founders Jobs and Wozniak - to create computers that work the way people do.

Since the earliest days of Apple, the investment our customers have made in our computers has always been a good one. Our commitment to enhancing and upgrading our computers, instead of replacing them, has ensured that all new additions to the Apple range still work in the same friendly way as the one you have now.

And here's more good news. The new models you can buy today are more affordable than ever before.

For example, the new Macintosh Classic gives you all the power of Macintosh - at the lowest price yet. The Macintosh LC is our most affordable colour Macintosh to date. With an optional compatibility card, the LC allows you to run both Macintosh and Apple IIe programs. And the Macintosh IIsi is an extremely powerful modular Macintosh that gives you more computing muscle - at a more affordable price.

As the enclosed brochure illustrates, there is now an Apple for everyone. No matter what you use a computer for. No matter what your budget may be.

I'm sure you'll want to explore the possibilities these remarkable new products will open up for you. You might also want to introduce your colleagues and friends to the advantages of Apple computers - and with the release of these very affordable new Macintosh models, there's never been a better time.

Your Authorised Apple Reseller will be pleased to show you the complete Apple range. If you haven't visited your Reseller recently, please phone 008 025 355 for location details.

Call in to your Reseller today. You'll see for yourself why this is the ideal time to expand your existing system or simply to upgrade to a new and even more powerful Apple.

Yours sincerely,

David R. Strong
Managing Director

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Explore the Possibilities. Apple.