



**CADKEY**

CAD/CAM/CAE Software

June 6, 1994

Dear DataCAD Dealers,

First, we would like to start off by congratulating all of you on the success of the DataCAD program. To date, we have more than tripled our DataCAD installed base. We have sold in excess of 20,000 DataCADs since the start of this promotion. We hope that this success has created many additional business opportunities for you.

Most of you may already know that the DataCAD promotional pricing has been extended through September 15, 1994. We sent out a limited mailing in June extending the promotion to July 15. We will continue to drop DataCAD promotional mailers regularly to purchased mail lists. Separate mailings are being done for the DataCAD v5 package, DataCAD Easy Learning Tapes, and the NEW DataCAD Macros. (See attached mailer.) We are expecting to have the Macros in-house for shipping mid-June. Dealer copies will be sent as soon as they are available.

Pricing is as follows: (U.S. Dollars)

<u>Product</u>	<u>SRP</u>	<u>Dealer Cost</u>
TOUCH-UP	\$49.95	\$35.00
Command Performance	\$49.95	\$35.00
BLOCKER	\$49.95	\$35.00
All Three Macros	\$129.95	\$85.00

The current schedule for the DataCAD Mailings covering the U.S. and Canada are:

- June 1, 1994 18,000 DataCAD Macro Mailers being sent out.
- June 30, 1994 600,000 DataCAD V5 Mailers being sent out.

Additional enclosures:

- Cheapware listing
- DataCAD price list
- Explanation of the Premium Support Program

If you have any questions, please don't hesitate to call us.

Thanks

*Kim and Michele*  
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