

Date

Contact

Position

Company

Add1

Add2

Add3

Postcode

Country

Re: Tadpole-RDI Key Reseller Marketing Update

Dear (Key Reseller Contact),

Knowing that you receive lots of information from your vendor partners, contributing to information overload, we try to send you only what you need. To be certain that our active Key Resellers contacts are up to date we have prepared a package of marketing collateral, price lists, etc and are using pinpoint distribution to assure that it reaches you.

A Collateral Order Form is included to order what you want to have on hand for your promotional/selling activity. Fax your order to: +44 1223 278201 (for Europe only) or +1 760 929 9702 (for North America and the rest of the world), or contact Verna Ellis in the UK (Tel) or Diane Joseph in Carlsbad (760 929 0992).

Also enclosed for your use is:

- A copy of a cover letter to accompany prospect information fulfillment. (use as is or use parts of it as you prefer)
- Latest UltraBook, VoyagerIIi and PrecisionBook price lists.
- Outline of updated presentation slides "Selling Tadpole-RDI Products".
- Up to date TRDI Key Contact/Communications sheet.

The first two URL's below should be viewed on a regular basis to keep you abreast of Tadpole-RDI's messages-to-market via the worldwide media, and how we are promoting our value proposition for portable UNIX systems to the commercial marketplace. The last two URL's are for electronic or hard copy communications.

- Tadpole-RDI Press Releases; <http://www.tadpolderdi.com/press/unix/index.html>
- Value Proposition - Why use portable UNIX; <http://www.tadpolderdi.com/tco/index.html>
- Product Reviews; <http://www.tadpolderdi.com/voyager/reviews.html>
- User Stories; <http://www.tadpolderdi.com/ustories-trdi/index.html>

Please do not hesitate to contact Verna Ellis, Marketing Manager (vernae@tadpolderdi.com) for additional marketing support and guidance in your Tadpole-RDI product campaigns.

Yours sincerely,

Verna Ellis
Marketing Manager

David Hartley
Director, Channel Management