William L. Nichols, Jr. Route 100, Somers, New York 10589

December 11, 1989

Dear Buck,

Thank you for you and your team's superb support of our High-End Vision MC. As you and I discussed, we made the sale!

Everything finally came together, the communications plan, the storyboard on the analyst newsletter, your cajouling, the Mainframe Journal article, the overview of the department study and the estimates Thursday morning on the Infomercials. By the way, Marty was exceptionally prepared - thanks to your outstanding team.

It's impressive to watch your staff make results happen in the IBM spirit of "pursuit of excellence." Thanks again. Now on with the execution.

Sincerely,

Mr. E. Buchwald Burson-Marsteller 230 Park Avenue South New York, New York 10003

