



Press Release

"I AM MY OWN CONSUMER"

DAVID HANCOCK EXPANDS NEW-LOOK APPLE COMPUTER

Hemel Hempstead August 10th 1984

During a series of press briefings following his first two weeks as leader of Apple Computer's UK team, David Hancock has revealed the new-look, expanded operation he has already set in motion.

The Apple team is being increased by 10 per cent with key personnel additions in dealer support and communications.

Richard Strong has been chosen as Creative Communications Manager and John Hill is the new Sales Communications Manager. They join two recently appointed Senior Executives Stuart Bagshaw, Sales Manager and Bob Kissach, Marketing Manager.

David Hancock is convinced that Apple's products and image have an irresistible appeal to ambitious and talented people in the 25 to 40 year old age group. "I am my own consumer", he says. "I have learned personally how machines like Macintosh can expand the ability to realise individual potential."

"Most people in this market have simply not been exposed to the benefits of 'Personal Power Tools'. They are, after all, the new breed of achievers that this country is looking for."

Other key elements in the new Apple structure include the appointment on major products of Brand Managers who have a clear vision of the market place and its needs.

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Complementing them is a new software business group, representing the 'Evangelists' of Apple applications.

"Furthermore" says Hancock, "we have a new deal for dealers. I intend to speak to as many Apple dealers as possible by the end of August to tell them about our fresh marketing approach and the support they will get.

He concluded, "Apple is the world's most exciting company and that has to be reflected in UK terms. Not only did Apple invent the personal computer, but today's facts prove that we are still way ahead of the game. The company will have turned over one billion dollars in the first nine months of 1984. Sales are massively up on last year and Apple will spend 150 million dollars in R & D during the current year".

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