



For Immediate Release

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News Release

New StarCore Applications For Newton Extend Mobile Professionals' Business and Personal Use of MessagePad

40 shipping titles - capabilities you own into info-based, entertainment
Notion - list mgr
FormPad - includes PB

CUPERTINO, California -- July 26, 1994 -- Apple Computer's StarCore™ group today announced three new software applications that will extend any Newton® owner's use of his or her MessagePad™ as a powerful mobile business tool, as well as provide anytime, anywhere access to information that will enhance his or her personal life.

9599
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"StarCore continues to pave the way for bringing new, exciting software applications to the Newton platform," said Ken Wirt, director of marketing, Apple's Personal Interactive Electronics Division.

"During the third quarter, we'll be shipping new software that expands the the use of the Newton as a powerful business tool for capturing, managing and communicating information, as well as providing a uniquely personal information repository."

StarCore's applications for the Newton MessagePad are designed to help ease the communications and information access problems most business professionals face when they are away from their offices. The three new applications will join StarCore's Newton software library of almost 45 titles, which includes the recently announced Notion™: The Newton List Manager, ExpensePlus™, TapWorks™, FormPad™, Great Meetings and the "four-in-one" Newton Solutions packages.

The three new applications planned for release by StarCore during the third quarter of 1994 include:

Business Applications:

Equate™ • -- is a new application that allows business people to create spreadsheets quickly on their desktop or Newton and then export or import the data to or from Excel®, with full integrity and formatting between the two platforms using the Newton Connection Kit™. Equate allows Newton owners to format numbers, text and formulas using standard Newton gestures, making the application as easy to use as most standard desktop spreadsheet applications. Estimated retail price is US\$89.95.

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Mobile Information Applications:

Zagat Guide To Top U.S. Hotels & Restaurants • -- combines the well-respected hospitality information of the Zagat Survey with the mobile referencing power of the Newton MessagePad. The Zagat's Guide contains approximately 1,500 entries for top hotels and restaurants in 26 popular business and vacation destinations in the U.S. Estimated retail price is US\$69.95.

Personal Applications:

Maltin Film Guide* -- is an application that allows Newton owners mobile access to a catalog of movies available for rental as recommended and reviewed by renowned film critic Leonard Maltin. People can query movie selections by actor/actress, director, genre, awards won and year or a combination of the above. Users can note a movie they've already seen and enjoyed and the program can recommend another film along the same lines that they may wish to rent. Estimated retail price is US\$69.95.

Apple Computer Inc.'s StarCore group, a part of the Personal Interactive Electronics (PIE) Division, publishes and distributes software on PCMCIA cards and floppy diskettes for devices based on Newton technology.

Apple Computer, Inc., a recognized pioneer and innovator in the information industry, creates powerful solutions based on easy to use personal computers, servers, peripherals, software, online services, and personal digital assistants. Headquartered in Cupertino, California, Apple (NASDAQ:AAPL) develops, manufactures, licenses and markets products, technologies and services for the business, education, consumer, scientific & engineering and government markets in over 140 countries.

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Editors' Note: * = PCMCIA card • = floppy diskette software requiring Newton Connection Kit
If you are interested in receiving Apple releases via fax, call 800-AAPL-FAX and enter I.D. number 6172.

Customers' Note: Customers wanting more information should call Apple Customer Assistance at 800-776-2333.

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