

A message to our customers. Present and future.

We at IBM would like to tell you about some organizational changes we announced recently. Don't worry, we won't bore you with the organization charts.

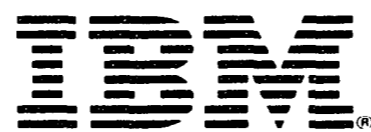
We do want to talk about one aspect of our new structure that we believe you'll really like, whether you're an IBM customer or thinking about becoming one. From now on, just one IBM marketing team will offer you our broad line of information processing products—from typewriters and copiers to word processors, from personal computers to small systems, from terminals and peripheral equipment to the largest computer systems.

We did this by merging our Data Processing, General Systems, and Office Products divisions into a new Information Systems Group with two marketing units—the National Accounts Division and the National Marketing Division. Each will market the full IBM product line to its own specific group of customers.

It's our way of saying that one marketing team is now accountable for your satisfaction with IBM. This means you'll get not only the best possible IBM product solution, but also the broadest range of support and service in putting it to work for your company.

If you're a present customer, you'll most likely see the same IBM representatives who have been calling on you all along, people knowledgeable where you need that knowledge—in large systems, smaller systems, office products, or all three. They will be people working for the same division, coordinating and complementing each other's product or application strengths.

There's a great deal more to our reorganization, of course. But the real benefit to you can be simply stated. It's people. Spirited, dedicated people. We're giving them all the resources we have to help you get your job done with the most effective IBM products at the lowest possible cost.

The IBM logo, consisting of the letters "IBM" in a bold, sans-serif font, with a registered trademark symbol (®) to the right. The letters are formed by horizontal bars of varying lengths, creating a striped effect.