1. Fremont International Airport is the most convenient airport for residents and visitors in the two counties including Santa Clara and Alameda counties.

2. Fremont International Airport is the gateway to the nation's major high technology center; Milpitas, California.

INTRODUCTION TO TACTICS

The marketing communications budget of $141,000 allows us to generate a very focused media advertising campaign in radio, on billboards, and on matchbook covers. We have devoted approximately 40 percent of the budget but 90 percent of the man hours to public relations activities that will springboard from the advertising campaign by obtaining media coverage in print, radio and television.

As part of our research in preparing this proposal, we consulted at length with operations and communications managers at two California airports, a national airline and at least three travel agents.

From these discussions we have concluded that public relations and community support are essential. Public relations can play an important role in the success of the Fremont International Airport.

IBM
Personal Computer XT

IBM
Personal Computer

DEST

Everything is automatically formatted for you: indents, tabs, centering, etc. As you can see in this particular program, Word Perfect,™ the underline is indicated by a change of color.

Whenever a character isn't clear enough to read, PC Scan inserts a pound sign. So you can find the character in question and fix it fast.

PC Scan reads the words (or image) right into your PC's word processing or graphics program.

MARKETING COMMUNICATIONS PROPOSAL
FREMONT INTERNATIONAL AIRPORT

E.   Local media including print media, radio and television.

F.   Trade media for the travel industry.

STRATEGIC MESSAGES

1.   Fremont International Airport is the most convenient airport
      for residents and visitors in the two counties including Santa
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Doc 1 Pg 1 Ln 4   Pos 10

IBM
Personal
Computer
Color Display

INTRODUCING PC SCAN.

It's the new personal page reader from DEST. And it just might be the fastest way to get information into your PC.

Not to mention the easiest. You see, PC Scan™ can read information right off a type-written or printed page, directly into your IBM® PC, XT, AT or compatible.

So now you won't have to spend so much time typing information into your computer.

IT READS 600 WORDS PER MINUTE.

That's ten times faster than a good typist. But what that really means is this:

You can enter a ponderous 40-page proposal into your PC in under 30 minutes. Or read in a 20-page legal brief over a coffee break.

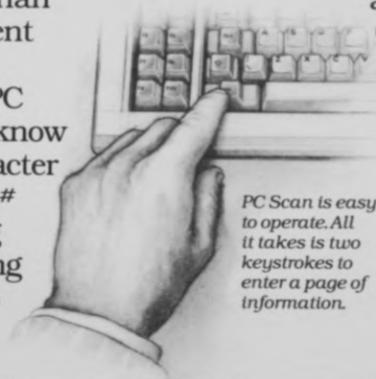And yet, for all its speed, PC Scan is incredibly accurate. More accurate than the most proficient typist.

What's more, PC Scan will let you know whenever a character isn't clear enoug# to read. By doing just that. Inserting a pound sign. So

PC Scan is easy to operate. All it takes is two keystrokes to enter a page of information.

you can easily spot the character in question, and fix it fast.

IT FORMATS EVERYTHING FOR YOU.

PC Scan reads the information into your PC's word processing program the same way it appears on the page. Complete with tabs, indents, underlines, margins, the works.

So not only do you save time inputting the information, you don't waste time reformatting it.

And to get PC Scan to do all this, all it takes is two keystrokes. It's really that simple.

READ INTO IT WHAT YOU WILL.

Think of all the information that crosses your desk that you'd like to have in your PC, where you can use it.

Like graphs and charts, line art, letters, sales reports, forecasts, memos, manuals, manuscripts, resumes. You name it.

Double-spaced. Single-spaced. Typewritten or dot matrix. Even photocopies. PC Scan reads all this and more, quickly and accurately.

And while this technology may be new to you, it's certainly not new to us.

For years, DEST has been making the leading line of page scanners for

PC Scan is a direct descendant of WorkLess Station.™ the best-selling page reader for dedicated word processors. It's designed for high volume applications.

dedicated word processors and larger computer systems. And now, with PC Scan, we're bringing that same proven technology to personal computers.

At a much smaller price.

IT PAYS FOR ITSELF IN MONTHS.

Read in only a few pages a day, and PC Scan will pay for itself in less than a year. And yet the bigger payoff is the time PC Scan saves you. Time you can spend doing more productive things.

Like acting on information, instead of simply typing it.

WHAT EXACTLY DO YOU GET?

There's the PC Scan unit itself, designed to fit neatly under your PC monitor (or beside it).

There's also an adapter card. It slips in the expansion slot of your PC, so the two units can work together.

Lastly, there's Text Pac,™ the software program that tells PC Scan what to do.

But here's the best part.

As we develop new capabilities for PC Scan, you won't have to invest in a brand new scanner. Just add new software.

WHERE TO GET YOURS.

That's the easiest part.

For a demonstration of PC Scan, simply fill out and send in the reply card.

Or check the mailing label on the outside of this brochure for the name of the PC Scan dealer in your area.

And we'll have your PC reading in no time.

DEST

ROUGH DRAFTS.

PRELIMINARY DRAFT

3rd QUARTER SALES REPORT

I can confidently report, for the quarter ended June 30th,
overall sales of Just Ducky decoys are up 16 percent over the
same period last year. However, we did fall short of
projections for the quarter by four percent. Results follow.

Results by regions:

UNITS SOLD

	Northeast	Midwest	South	West
April	855	912	1109	598
May	875	1408	2018	534
June	1209	2365	4973	1037

SALES VOLUME

	Northeast	Midwest	South	West
April	17,705	20,087	38,998	16,884
May	19,456	41,987	78,569	36,124
June	42,908	83,878	161,988	14,020
TOTAL:	80,069	145,952	279,555	67,028

Sales of mallards were unseasonally strong in the South, while
pintails appear to have dovetailed significantly in the
Northeast.

     Poor weather in the West in April and May accounted for much
of the small decline. On an up note, our new ad campaign breaks
this month and we're confident it should help boost sales for
next quarter.

-1-

PC Scan can read dot matrix printing as fast and accurately as it reads a letter-perfect document. So now you can get timely information into your personal computer in a more timely manner.

How fast? Try a page every 30 seconds.

And PC Scan reads the information right into your PC's word processing program, so there's no retyping or reformatting required.

In fact, PC Scan is so adept, it can even read photocopies of original typed documents.

DEST

PROPOSALS.

MARKETING COMMUNICATIONS PROPOSAL
FREMONT INTERNATIONAL AIRPORT

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F.   Trade media for the travel industry.

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     for residents and visitors in the two counties including
     Santa Clara and Alameda counties.

2.   Fremont International Airport is the gateway to the
     nation's major high technology center; Milpitas, California.

3.   Fremont International Airport provides non-stop or direct
     service to 144 cities in the U.S. and Canada.

4.   Fremont International Airport offers travelers competitive
     airfares from 17 national and regional airlines.

5.   Fremont International Airport attracts and promotes trade
     in the area, providing jobs and a stronger local economy.

INTRODUCTION TO TACTICS

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Airport.

-4-

PC Scan can read a 40-page proposal into your PC's word processing program in less than 30 minutes. Saving you the tedium of retyping it.

Of course, if you're preparing a proposal from scratch, PC Scan can help there, too.

Seeing as how most proposals are a collection of many different facts from many different sources on many different pieces of paper, consider this feature:

PC Scan can read selected pages or entire documents into your PC. So you can compile all the facts that much faster.

It is hornbook law that an acceptance must be absolute and unqualified. (Civ. Code §§1585.) A qualified acceptance, on the other hand, constitutes a rejection of the original offer and the original offer cannot thereafter be accepted by the offeree. (Res. Contracts, §§58, 60; <u>Niles vs. Hancock</u> (1903) 140 Cal. 157, 161, 73 P., 840; <u>Landberg vs. Landberg</u> (1972) 24 Cal. App. 3d 742, 757, 101 Cal. Rptr. 335.)

Jones in his April 1, 1987 letter (exhibit "J") states that SMITH's offer (exhibit "E") is not in accord with applicable provisions of the Stock Redemption and Purchase Agreement in that the price is not as specified therein. JONES goes on to state:

> However, <u>if</u> a court determines that the offer of SMITH conforms with the [Stock Redemption and Purchase Agreement] <u>I would like to</u> exercise my option to purchase the stock in accordance with the terms set forth in SMITH's letter. (Emphasis added).

JONES' purported acceptance is, therefore, nothing more than a qualified and conditional statement of intention, constituting a rejection and counteroffer. (<u>American Aeronautics Corp. vs. Grand Central Aircraft Co.</u> (1957) 155 Cal. App. 2d 69, 317 P.2d 694.) No allegation of the First Amended Complaint and no exhibit thereto indicates that JONES ever accepted SMITH's conditions. Therefore SMITH's counteroffer was never accepted.

Furthermore, SMITH's expressed condition fails. The exhibits to the First Amended Complaint reveal that except for an "Addendum to Stock Redemption and Purchase Agreement" dated April 2, 1986 (exhibit "C" to the First Amended Complaint),

PC Scan™ (with Text Pac) reads information off a typewritten page and into these popular word processing programs:*

- DisplayWrite 3™
- Microsoft™ Word
- MultiMate®
- MultiMate Advantage™
- WordPerfect™
- WordStar®
- WordStar® 2000

PC Scan reads these common office typestyles:

- 10 or 12 pitch
  Courier
  Prestige Elite
  Letter Gothic
  Pica
  Prestige Pica
  Elite
- Proportionally spaced
  Madeleine PS
  Cubic/Triad PS
  Bold PS
  Title PS

Or single-pass dot matrix printing from these leading printers:

- IBM Pro™
- Okidata Microline,® models 92 and 192
- Epson FX-85™ and 185™
- Epson LQ1500
- Hewlett-Packard ThinkJet™
- Star SG10™

*We also offer a universal interface which lets PC Scan read text into other word processing programs written for the IBM® PC.

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Milpitas, CA 95035

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