NEW VERSION!

Now Utilities 6.0
Begins shipping March 29, 1996

Everything you wanted to know about brand new Now Utilities 6.0, but were afraid to ask:

- 6.0 Press Release
- 6.0 Screen Shots
- 6.0 Launch PR, News and Advertising
- 6.0 Features and Benefits
- 6.0 Sample ad copy
- Quotes about Now Utilities
- Awards given to Now Utilities
- 6.0 and System 7.5 Comparison
- 6.0 Part Numbers and Pricing

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HOLD FOR RELEASE UNTIL MARCH 18, 1996

Now Utilities™ 6.0 Features Now AutoType™

Now AutoType automatically generates macros for repetitively typed words and phrases

Portland, Ore., March 18, 1996 - Now Software today announced version 6.0 of its award-winning Now Utilities™ software. The updated product adds three new components including one which automatically generates macros for repetitively typed words and phrases. Version 6.0 offers enhancements to all seven major Now Utilities components.

The featured component in Now Utilities 6.0 is Now AutoType. Now AutoType watches as you type and then automatically generates macros for the words and phrases you type most often. Now AutoType then creates simple key combinations for the user to expand each macro into a complete word, phrase, or paragraph.

"Now AutoType is a very important direction for us," said Henry Carstens, General Manager of the newly created Now Utilities Division of Now Software. "Utilities like Now AutoType which automatically perform tasks without user intervention, such as creating macros, deliver the greatest benefit and highest value to users."

In addition to AutoType, Now Utilities 6.0 features the new components Now Shortcuts™ and Now Tabs™, plus improvements to Now Menus™, Now Super Boomerang™, Now Startup Manager™, and Now QuickFiler™. Now AutoType and Now Tabs both support an open, published interface (API) that third parties can use to independently extend their functionality.

(more)

"Our goal is to make Now Utilities easily extendible," said Carstens. "An open API lets us easily add functionality between major releases by posting new utility 'plug-ins' on our Web site and by allowing third parties to write and distribute their own plug-ins."

Now Utilities 6.0 runs on all Apple® Macintosh™ computers and requires System 7.0.1 or later.

Pricing and Availability

Now Utilities 6.0 will ship on March 29th. The estimated street price is $89.95 and registered Now Utilities users can upgrade for $29.95. A free 30-day demo version is available on the Web at http://www.nowsoft.com.
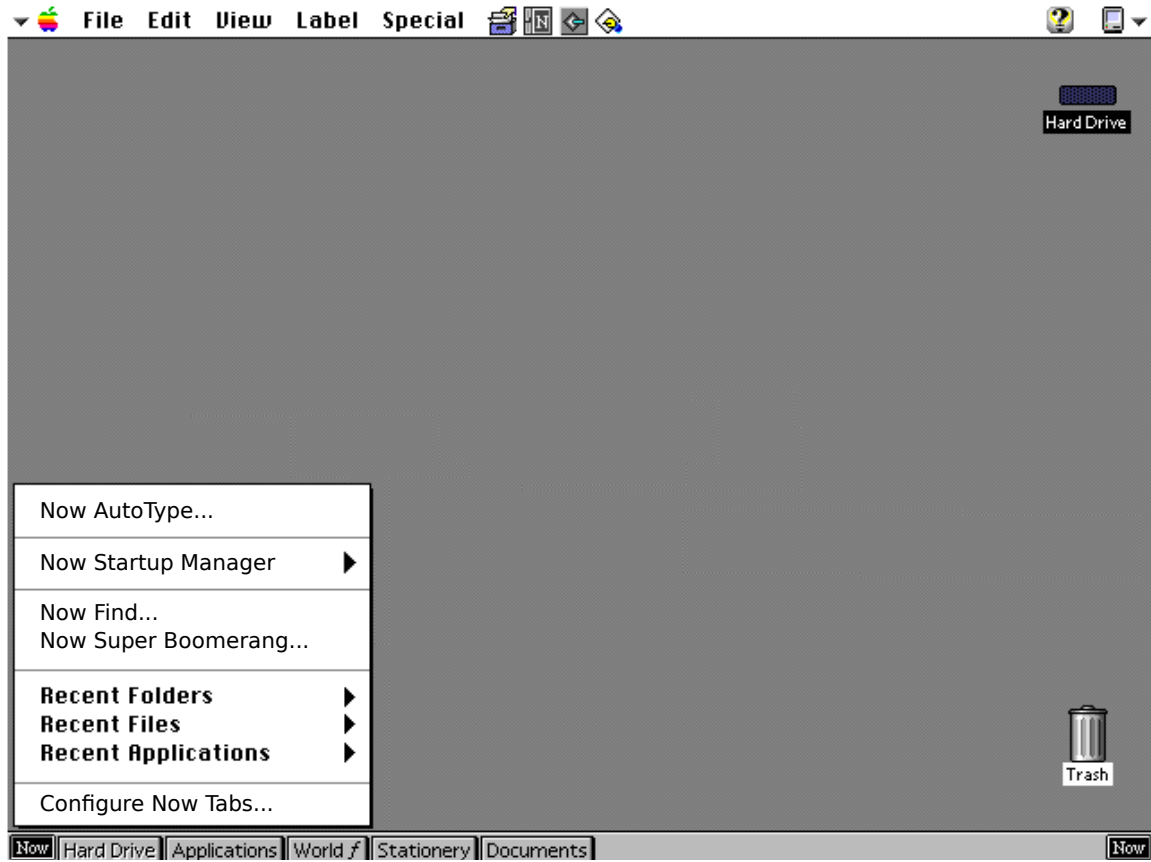
Now Software of Portland, Oregon is a worldwide leader in time management software, and the 65th-largest software company in the U.S. (SoftLetter). Its award-winning products include Now Up-to-Date for Windows®, Now Up-to-Date & Contact™ for Macintosh® and Now Utilities™. Contact Now Software at 1-800-689-9427; fax at 503-274-0670; e-mail to info@nowsoft.com; or through Now's Web site at http://www.nowsoft.com.

<div align="center">###</div>

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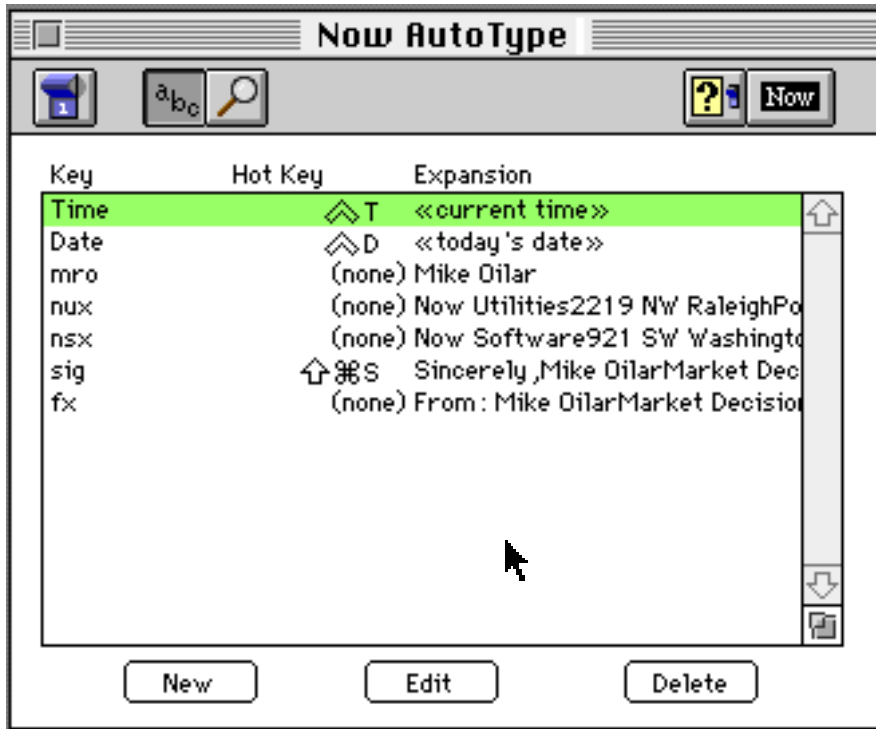
Now Utilities 6.0 Screen Shots

Now Tabs places a tab bar at the bottom of your screen

Instantly launch files and applications with the "Now" button. For fast access and to save screen real estate, drag the windows you use most often to the tab bar.

Now AutoType's Macro Listing

Now AutoType		
Key	Hot Key	Expansion
Time	⌃T	«current time»
Date	⌃D	«today's date»
mro	(none)	Mike Oilar
nux	(none)	Now Utilities2219 NW RaleighPo
nsx	(none)	Now Software921 SW Washingto
sig	⇧⌘S	Sincerely ,Mike OilarMarket Dec
fx	(none)	From : Mike OilarMarket Decisio

New   Edit   Delete

Now AutoType watches what you type and <u>automatically generates macros</u> *of repetitively typed words and phrases for your - you can define your own macros, too!*

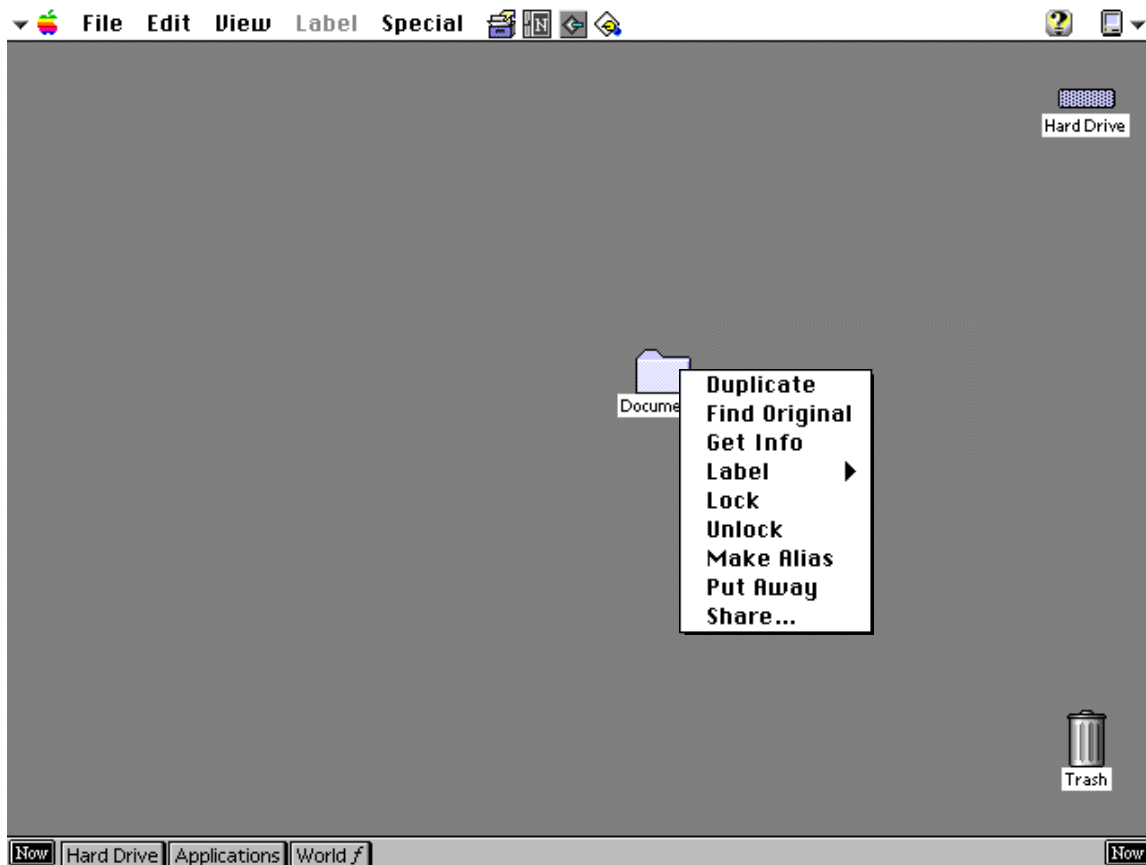**Now AutoType's Macro Definition screen**

Define Macro

When I   Type this text: ▼   fx

and then   Continue typing ▼

Replace it with: Insert ▼

From: Mike Oilar
Market Decisions Corporation
2222 NW Barbur Blvd.
Portland, OR 97219
Wk: 503-222-2208
Fx: 503-222-2209

Cancel   OK

Above, Mike has entered his fax heading. Now AutoType macros let you substitute a simple key combination for frequently typed words and phrases.

Now Shortcuts' pop-up menu

Use the Now Shortcuts pop-up to manage files and folders

Now Utilities 6.0 Components

New	Feature	Benefit
Now Tabs	Allows user to drag windows to bottom of the screen where they become tabs	Keeps desktop clean, makes recently /frequently accessed files and folders instantly available
Now AutoType	Automatically creates macros for commonly typed words and phrases	User can enter data w/ a single keystroke shorthand
Now Shortcuts	Allows user to perform an action, such as duplicate on a file w/ a command key shortcut	Users can save time by duplicate, delete and make aliases w/ simple hot keys
Updated	**Feature**	**Benefit**
Now Menus	Hierarchical limit increased from 5 to 10. Hot keys added for switching between open applications.	Easier to access files and folders that are deeply buried on a hard drive. Switching between open applications is a breeze
Now Super Boomerang	Access simplified. Can now access files and folders from within the file and folder list in the Open and Save dialogs	Easier to access files and folders from within Open and Save dialogs.
Now Startup Manager	Simplified preferences and hooks into Now Save's Saved Work files.	Easier to use and configure. Saved work files instantly accessible after crash.
Now QuickFiler	Improved file and folder access from within QuickFiler	Easier to use. More powerful file and folder manipulation.
Now Save	Improved access	Saved work is now available from within Startup Manager and Now Tabs.
Now Folder Menus	Hierarchical limit increased from 5 to 10	Drilling deeply into a folders contents for opening and saving saves time
Unchanged	**Feature**	**Benefit**
Now WYSIWYG	Bug fixes	
Now Scrapbook		
Now Profiler	Bug fixes for new processors	

Now Utilities 6.0 Launch PR, News and Advertising

Launch PR and News
- Press releases and screen shots have been sent to all major publications
- Public beta begins March 18th from our website
- Reviews in all major publications by June
- Open Doc and Cyberdog support utilities in May

Advertising
- Launch ad in MacWorld April, May and June
- Catalog advertising and promotions April, May and June

Promotions
- Ingram and Merisel promotions for resellers run through March 22

Now Utilities 6.0 Ad Copy
(This is similar to the copy that will be used in our supporting print advertising)

Snipe: Introducing Now Utilities 6.0

Headline: You love your Mac. With Now Utilities, you'll love it even more.

With new Now Utilities version 6.0, using and customizing your Mac has never been easier. (But don't take just our word for it.)

New version 6.0 helps you find and open files more quickly. It helps you view and manage folders. It launches applications. It watches what you type and automatically generates macros for words and phrases. It helps track down system conflicts and it recovers work that would otherwise be lost in a crash.

We've added three brand new utilities to the award-winning Now Utilities: Now Tabs frees up your screen by turning windows into tabs that appear at the bottom of the screen. Now AutoType automatically generates macros for frequently typed words and phrases. And Now Shortcuts lets you perform repetitive tasks, such as duplicating files, sharing folders and creating aliases with just a mouse click and hot key combination.

One package, 12 utilities, all for less than $100. (Current users can upgrade for $29.95 by calling: 1-800-yyy-yyyy.)

To learn more about Now Utilities, or to see version 6.0 in action, download a demo by visiting our website at http://www.nowsoft.com. See how much more easier using your Mac can be.

[call to action]
Visit our website at http://www.nowsoft.com to download our 30 day free trial version or call 1-800-xxx-xxxx for more information.

[legal copy]
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Quotes about Now Utilities

Now Utilities is the best overall collection of utilities you can buy for your Mac.

--MacUser

"One positively-gotta-have-it utility collection...worth its price for Super Boomerang alone."

--Home Office Computing

"More than any other software package, Now Utilities has changed the way average users interact with their Macs."

--MacWeek

"Without a doubt, the most powerful, useful, and helpful utility package on the market."

--MacUser

"We won't boot our computers without it."

--Home Office Computing

"...I've used it for years and can't live without it."

--Mac Home Journal

"Now Utilities provides capabilities that Apple should have built right into the Mac."

--MacWorld

"Now Utilities includes a lot of useful tools, the kind you are likely to use and appreciate every hour you are at your Mac."

--MacWeek

"Once you use Now Utilities for a few days, you'll wonder how you ever got by without them."

--MacUser UK

"...A superb set of system enhancements that lets you customize your Mac for optimal efficiency."

--MacUser

"If you buy only one utilities package for your Mac, Now Utilities should be it."

--PC Laptop Computers

"...I've used it for years and can't live without it."

--Mac Home Journal

"You are wasting time and energy if you are not using Now Utilities."

--San Diego MUG newsletter

"Now Utilities is one of the most awesome values in Macintosh computing."

--Bob LeVitus, MacUser columnist and author of Dr. Macintosh

Now Utilities Awards

Award/Rating	Product Version	Date / Year
Mac Home Journal Readers Choice Award	5.0	1994
MacWorld World Class Award	4.0	1994
MacUser Eddy Award	2.0, 3.0	1991, 1992
MacWeek Diamond Award	3.0	1992
MacWeek Diamond Rating	4 Diamonds	
Byte Award of Merit	2.0	1992
MacWorld Switzerland	2.0	1992
MacFormat	5.0	1994

Now Utilities and System 7.5

Now Utilities 6.0 Feature	Benefit	Advantage Compared to System 7.5
Now AutoType **(new!)** Automatically generates macros for frequently typed words and phrases	• Save keystrokes and time • Macros for frequently typed words and phrases are automatically created - you don't have to "learn" how to create macros to use Now AutoType	Enhances System 7.5!
Now Shortcuts **(new!)** Click on a file or folder and perform common management tasks such as duplicate, lock, share and label, with a single mouse-click	• Save time by performing common file and folder management tasks such as duplicate, lock, share and label, with a single mouse-click	Enhances System 7.5
Now Tabs **(new!)** Puts a tab bar at the bottom of the screen	• Frees up screen space • Helps organize desktop • Launches applications, opens files and folders	Enhances System 7.5
Recent File/Folder Tracking	•Fast file opening through menu structure • Can define "hot key" to launch recent items • Can mark items as permanent • Can remove items from list • Open/Save dialogs list recently used files for faster access • Important documents are quickly accessible	Greater Functionality than System 7.5
Powerful Find Capablility	• Gives you quick and easy access to the information you need, even in a large, multiple-server environment	More flexible find Searches inside archives and by context Will work over Novell network
Conflict Isolation	• Quickly and easily isolate and solve problems • Reduce support and administrative costs • Less downtime to identify conflicts • Links can be set up in advance to avoid potential conflicts	Enhances System 7.5
Built-in Archiving	• Saves time, money when sending info over network or modem • Groups files together for easy transport on removeable media	Enhances System 7.5
Transparent Compression Option	• More available hard drive space • Extend storage investment	Enhances System 7.5
Desktop folders automatically pop-up menu of contents	• Reduces desktop clutter • Allows immediate filing and retrieval • Reduces chances of improper filing	Enhances System 7.5
Drag and Drop capability	• Faster filing • Easier and faster configuration	Enhances System 7.5
Powerful Font handling	• Fonts displayed in actual typefaces • Can be moved or regrouped by font type, name	Enhances System 7.5
Automatically saves files and backs up keystrokes	• Never lose work again • Periodically reminds you to save or automatically saves for you	Enhances System 7.5
Unlimited Custom Menus	• Add your own menus to the menu bar for quick access to hard disks, servers, important folders • Open parent folder of any custom menu item	Enhances System 7.5

Now Utilities 6.0 Sku's

Now Part No: 100470 NU v6 1pk Domestic (w/box)
For retail, mail order, and direct customers who DO NOT own a previous version of NU.
UPC: 0-7137896400-3
Ingram: 345559
Merisel: in progress

100471 NU v6 1pk Domestic UPGRADE (w/o box)
*For upgrades thru mail order or direct. Any customer who owns a previous version of NU
will receive this SKU.*
UPC: 0-7137896401-0
Ingram: direct only
Merisel: direct only

100472 NU v6 1pk FOR EXPORT (w/box)
For shipping anywhere outside the US & Canada, first time buyers and upgraders.
UPC: 0-7137896402-7
Ingram: n/a
Merisel: n/a

100473 NU v6 1pk C0-MARKETING
For all Co-marketing deals.
UPC: 0-7137897403 -4
Ingram: direct only
Merisel: direct only

Now Utilities 6.0 Pricing

MSRP: $129.95

Street: 89.95

Upgrade: 29.95