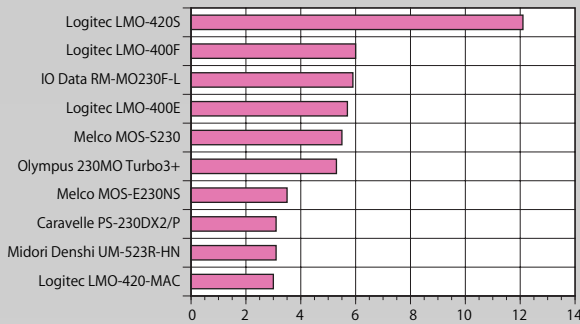


Japanese Retail Market Overview

Japan market share: top-selling MO disk drives

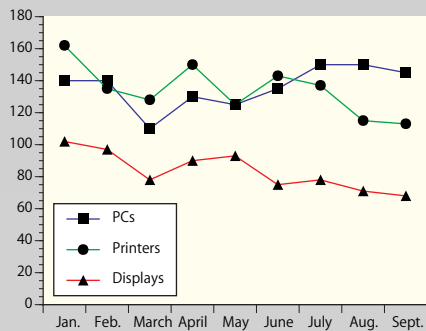
Unit: percentage



Survey period: August.

Logitec captured three of the top four spots, with its number one LMO-420S selling twice as well as the number two model. The 10 top selling models accounted for just over 50% of the Japanese magneto-optical disk drive market.

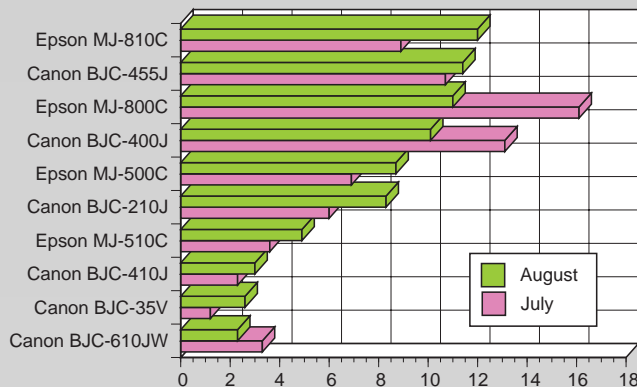
1996 hardware sales trends



The 1995 market average is used as the baseline (100). After a dip in March, PC sales remained strong. Printer sales started strong but entered a downward trend, while sales of displays were sluggish.

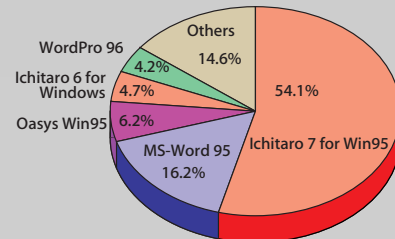
Japan market share: 10 top-selling printers

Unit: percentage



Epson's MJ-810C surged from 4th to 1st, while last month's top seller, the Epson MJ-800C, fell to 3rd. Apple and NEC slipped from the listing, leaving the August top 10 rankings a purely Epson and Canon affair.

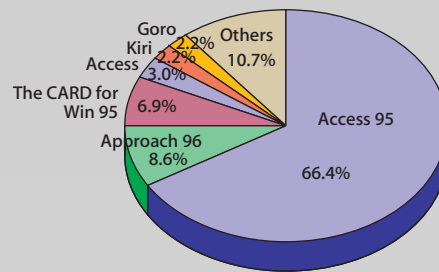
Japan market share: word processors



For the period 9/18 through 10/15.

With the release of Ichitaro 7, its long-awaited Windows 95 version, Justsystem has reclaimed leadership of the Japanese word processor market. After several months at or very near the top of the market, MS-Word now ranks a distant second. Lotus WordPro, too, has fallen from its previous third position.

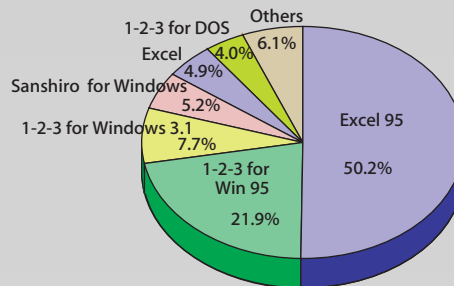
Japan market share: databases



For the period 8/18 through 9/17.

Access 95 continues to pick up market share and dominate the Japanese database market. On a lesser scale, Approach 96 also moved up in share percentage. The CARD for DOS, meanwhile, dropped back into the also-ran ranks.

Japan market share: spreadsheets



For the period 9/18 through 10/15.

Excel 95 shed 12 percentage points, but remained in a solid 1st position. The three 1-2-3 versions remained relatively steady in market share, but gains by Sanshiro and Excel dropped 1-2-3 for DOS from 3rd to 5th.

※ Data provided courtesy of Computer News, Inc., from their *Business Computer News CompuWatch* pages.

Based on surveys of 160 leading stores.

Computer News, Inc. Tel: 03-3818-2661 Fax: 03-3818-2665