

**UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION**

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In the Matter of )  
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PALM, INC., ) )



B. (Exhibit B: magazine advertisement)

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"THE  
MADNESS

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Stock Quotes & Trading

C. (Exhibit C: newspaper advertisement)

*[Depiction of two golfers on a golf green]*

"**Palm Powered handhelds** give you real-time access to information where it really matters -- in the field. View and edit applications like MS Excel and Outlook. Check inventory, send an email, place an order, and close the deal. Update account information and send it back to the office, along with your new updated handicap. Simply amazing.

**Simply Palm™**"

*[An extremely fine print disclosure, in approximately 4-point type, running along the side of the ad in poorly-contrasting, black text against a very dark background, states in part:*

"Application software and hardware add-ons may be optional and sold separately. Applications may not be available on all Palm handhelds."]

D. (Exhibit D: magazine advertisement)

*[Depiction of mountains with a person in the distance hanging upside down from a fully-extended bungee cord. A screen-shot of a Palm device, oriented upside down like the hanging person, is superimposed on the horizon. The words "eMail" and "Sent" appear at the top of the Palm screen. Below these words a message reads "Scott, Remember that bet we made when we both turned 30? Looks like someone owes me \$100. -J."]*

"Palm Powered™ handhelds can do just about anything, anytime. Drop an email, fax a lunch order, check inventory. That's taking the Internet with you. Simply amazing.

**Simply Palm"**

*[An extremely fine print disclosure, in approximately 4-point type, running along the side of the ad in poorly-contrasting, white text against a light-colored background, states in part:*

"Application software and hardware add-ons may be optional and sold separately. Apofications [sic] may not be available on all Palm handhelds."]

E. (Exhibit E: Palm IIIxe product packaging)

[Front panel of the package]

" **Access the Web\***  
**Includes** AvantGo  
**Internet Messaging & E-mail\***

Fortified with Yahoo!  
AOL Ready!"

*[Depiction of a Palm IIIxe]*

[Back panel of the package]

## "Features & Benefits

### **Internet & E-mail Access**

Where and when you want it.."

[Top panel of the package]

### "Internet & E-mail Access"

[Right side panel of the package]

### "Compatible Software

E-mail & Internet Connectivity\*

- AOL Mail<sup>sm</sup>
- AvantGo
- Earthlink
- Eudora Pro
- Lotus Notes
- Microsoft Outlook & Outlook Express
- MultiMail Pro
- Netscape Communicator
- Yahoo! Messenger & Yahoo! Mail
- And other Internet e-mail services

...

\*See other side panel for more information."

[Left side panel of the package]

### "Technical Information

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\*Remote E-mail & Internet Access Requirements

Mail application requires modem or handset (sold separately) in addition to an e-mail account. Some e-mail applications may require optional linking software (sold separately)."

5. Through the means described in Paragraph 4, respondent has represented, expressly or by implication, that

