



**PARTNER BULLETIN**

**Exclusive Summer Opportunities from Mindjet – Act Now!!**

On July 7, Mindjet® pre-announced the launch of MindManager® 2012 for Windows®, planned for release by the end of September 2011. In conjunction with this announcement, Mindjet is presenting two distinct opportunities for our partners to drive incremental revenue that will run from July 7 through September 21, 2011.

**Opportunity #1: Company Promotion: Upgrade to MindManager v9 for Windows**

This Mindjet Upgrade Promotion is designed to drive revenue, customer value, and bring customers up to date on the latest version of MindManager.

**Target audience:** All MindManager version 8 for Windows and earlier versions

Purchase an upgrade to MindManager version 9 for Windows (“**MM v9**”) for the low promotional upgrade price of \$129 (US dollars – taxes not included) and receive MindManager 2012 (“**MM 2012**”) via electronic distribution, when available, at the end of September.

Item Description		# of User	Part #	MSRP
Upgrade to MM v9 for Windows Band A	Physical Delivery	1	101282	\$129.00
Upgrade to MM v9 for Windows Band A	Electronic Download	1	101290	\$129.00

**Opportunity #2: Bring MMv9 licenses up to date by purchasing MSA**

This opportunity is available through Mindjet channel partners and is designed to allow them to offer a pre-order option to their MM v9 customers.

**Target Audience:** MM v9 (without MSA)

Purchase MSA and receive a free upgrade to MM 2012 via electronic download, when available, at the end of September.

**Note:** Any customers who purchase a new license of MM v9 between July 7-and September 21, 2011 will automatically receive a MM 2012 upgrade, at the end of September.

**Messaging: *There is no better time to upgrade for Mindjet Windows customers ---***

- Customers get all the new capabilities of MM v9 now at the best possible price.
- Customers receive all the benefits of the upcoming MM 2012 at no additional cost.
- Mindjet is easing the upgrade path for MM v8 and earlier users during the promotional timeframe by making it super affordable to upgrade.
- MM v7 and earlier, will no longer be eligible for upgrade pricing after the end of September.
- Legacy pricing for v6 and earlier has been discontinued. All can upgrade at the low cost of \$129 during this promotion timeframe.

**Time period:** July 7 through September 21, 2011. **License types:** Commercial pricing only.

**Sales Territory:** US, Canada, Latin America, Asia Pacific (except Japan)