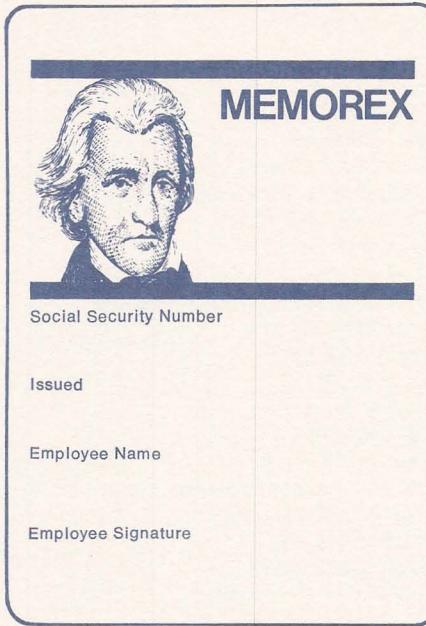


Identification Badges



Pictured here (actual size) is the design for the company's new identification badges. The badges will be issued to every Memorex employee, with the possible exception of those at Liege, Belgium. They are designed to be carried in wallets or worn clipped to your clothing, and you'll

Authorized signature

Memorex Corporation
Santa Clara, California 95052

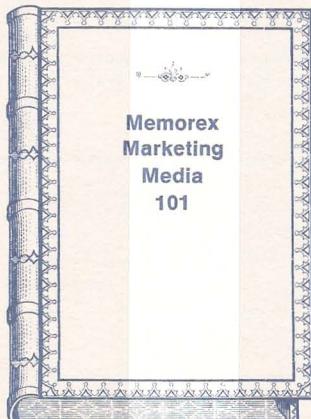
This identification card is issued for your use and convenience. For security purposes you must carry your card at all times and report its loss immediately. This card must be surrendered immediately upon termination of employment.

Finder: Please drop badge in U. S. Mail Box.
Return postage guaranteed.

MEMOREX

be asked to have your badge with you whenever you are on company premises. The new badges are not only more attractive, but they provide better identification and can be color coded if needed. They'll be available soon.

Salesmen Compete for Top Honors in New Course



Nineteen new Information Media salesmen from all parts of the country and Canada attended the first session of Basic Sales School held here last month. Basic Sales School is an intensive two-week course in Memorex, designed for salesmen just coming aboard.

The course actually begins with the trainee's completion of a Pre-School Training Kit before coming to California. The Kit contains a wealth of information on the Company, administrative functions, products, market environment, and marketing policies and procedures.

As part of the Santa Clara session, the men were divided into three teams which fought for top honors in executive sales presentations, oral quizzes, and a Memorex-style College Bowl.

Paul Rajnic of the Washington State office got the top award for academic work; Keith Cook (Chicago) was awarded for overall top performance, with Gill Cyester (Anaheim) a close second. Keith was also captain of the group that took first place in the team events.

Basic Sales School is just one phase of a comprehensive training program set up by the Sales Development and Training Department headed by Jerry Olson. Presently staffing the Department are Sales Training Manager Carl Jordan and Sales Development Specialists, Larry Corrigan and Bob Hazlett. Together they've developed an on-going program for the entire sales force. Scheduled for early implementation are Advanced School, Rotational School, and On-the Job Training.

Professional Selling Skills, a three-day seminar, is underway and has been attended by all the District Managers. This program concentrates on the basic components of a sales interview. It also provides a common sales language which will become increasingly useful as more of the field force have the opportunity to take the course. PSS will be a part of the Basic Sales School curricula for the new salesmen and will be given to men already on board by their District Managers.

Discounts Through MAG

The following organizations offer discounts (through MAG) on purchases by Memorex employees. The discounts vary, and do not necessarily apply to all items and services. You'll note that some require a special membership card which is available from Vic Winebrenner at Disc Pack (x849) or Marge Senes (x344). They will also be happy to answer any questions you have about the program.

Discount Offers to MAG Members

New Cars:

Smyth Buick
Moore Buick
Arrow Chevrolet
Carl Chevrolet
Courtesy Chevrolet
Grant Bishop (Chevrolet)
Bob Coyle Chevrolet
Key Chevrolet
Normandins (Chrysler/Plymouth)
Stevens Creek Chrysler/Plymouth
(Bona-Sera)
Pioneer (Dodge)
Ames Ford
Holiday Ford
San Jose Ford
West Valley Ford
Joe Kerley Lincoln/Mercury
Paps Lincoln/Mercury
Phelps Olds, Inc.
Countryman Oldsmobile
All-American (Pontiac)
Wilson-Stevens (Pontiac)

Used Cars:

Auto Buyers Service

Cleaners:

Serra Trails Cleaners (10% discount)
Holland Cleaners (10% discount)

Entertainment:

Beachcombers Club (Membership Card)
Century Theaters (Group Rates)

Disneyland (Magic Kingdom Card)
Frontier Village
Marine World (Membership Card)

Food:

Turek Brand Quality Meats
c/o Mrs. Lucille Smith

Furniture and Appliances:

Eastern Wholesale Furniture
House of Karlson (Membership Card)
West Coast Distributing, Inc.
Western Contract Furnishers
Kennedy Business Machines

Hardware, Tools and Small Appliances:

Borchers Bros.
Buckles-Smith
Colony Paint Center
Dutch Boy Paints
Gass Specialties
Gilson Supply
W. W. Grainger, Inc.

Jewelry:

Azevedo Jewelry (Membership Card)

Photographic Equipment and Supplies:

Peninsula Industrial Photo Supply

Service Stations:

Roger's Phillips 66 (Mtn. View)

Tires:

Bill Deane Auto Service Center
Cumming-Henderson, Inc.
Gerard Tire Service (Membership Card)
Keith's Tire & Brake Center
(Membership Card)
Piedmont Hills Service - Mobil Station
(Ron Heilig - Ext. 776)
Tire Service Company
Tires Unlimited

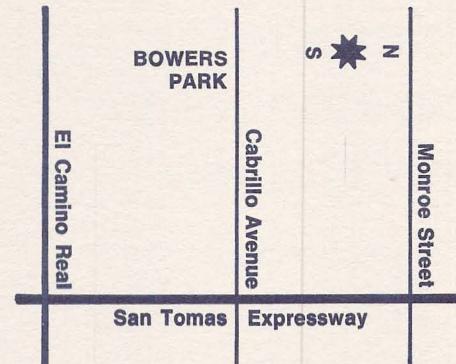
Travel:

United Int'l. Social Foundation
(Brochures Available in lunch rooms)

Easter Egg Hunt

MAG is sponsoring an Easter Egg Hunt for kids (under 12) on Saturday, March 21st. It's scheduled to run from 10 a.m. to noon at Bowers Park in Santa Clara (see map).

Coffee and soft drinks will be provided and picnic tables are available if you'd like to bring a lunch. In any case, plan to stay and watch—please don't leave your children unattended.



Championship Play-Off

The Equipment Group's basketball team, organized for the first time this year, is making a name for itself. The team has taken the lead in the Sunnyvale League for the second half of the season with 11 wins and only 2 losses. The championship

game—against LaBlanc, the first half season winner—will be on Wednesday, March 11th at Sunnyvale High School, 7:30 p.m. Go and see for yourselves how good they are, give your support, and see a great championship game.