



Satjiv S. Chahil

Senior Vice President of Corporate Marketing

General Manager of the Entertainment, New Media and Internet Division

Apple Computer, Inc.

In January 1996, Mr. Chahil was appointed as Senior Vice President of Corporate Marketing, which includes Worldwide Corporate Communications and Worldwide Marketing Services. He continues to be General Manager of the Entertainment and New Media Division, which now has the added responsibility for Apple's Internet business.

In his seven years at Apple, Satjiv has driven some of the most creative and breakthrough marketing strategy throughout the company. Upon joining Apple in 1988, Satjiv became a founding member of the Pacific division and headed the marketing organization for all Pacific regions. Under his leadership, Apple Pacific became Apple's fastest growing region, and Apple became the most preferred brand in Japan. Mr. Chahil also was the chief architect of the Hakone Forum and New Media Center initiatives. He has played an important role in the creation and evolution of the high growth multimedia industry.

After his tenure at Apple Pacific, Satjiv founded the New Media division in January of 1993 and also assumed leadership of Europe's marketing organization. His efforts helped to make Apple the leader of the worldwide multimedia market. Under his guidance, Apple gained 65% of the content creation market and 35% of the multimedia playback systems market. The New Media division also pioneered the Pippin platform development, which is not only an innovative platform for delivering multimedia to the mass market, but is also the industry's first low-cost Internet access device.

Satjiv has over 20 years of experience in the computer industry, including 13 years with IBM and Xerox. He holds a master's degree in international management from the American (Thunderbird) Graduate School of International Management in the U.S. and is conversant in several Asian and European languages.

The Hakone Forum

Satjiv was the chief architect of the historic "Hakone Forum" held in the summer of 1992 in Hakone, Japan. At this forum Apple first enlisted the efforts of experts and leaders from the converging industries of entertainment, publishing, consumer electronics, computing and telecommunications to define and develop a shared vision for New Media and to cultivate the relationships needed to make the vision a reality. The Hakone forum marked the turning point for the industry; since it was held the multimedia market has grown exponentially.

New Media Centers

Satjiv has been integral to the creation of the New Media Centers, serving as a member of the Executive Committee of the organization's founding Board of Directors. The New Media Center initiative is a unique program aimed at helping university campuses fully harness interactive media as a catalyst for innovation among faculty, students, and computing staff as well as a broader community beyond the university. Formed at institutes of higher education worldwide, these centers will serve as model learning centers for interactive media technologies and their use in curriculum development, publishing, graphic arts, video, digital photography, and other fields.

1/18/96

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