

FileMaker Special Upgrade Programme to end September 17th

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FileMaker Special Upgrade Programme to end September 17th

Last chance for 50% savings for users of old FileMaker Pro versions

London, UK – August 10, 2004 – FileMaker, Inc. today announced that its FileMaker Pro 7 special upgrade programme – available for versions of FileMaker Pro dating as far back as 1993 – will end in 40 days on September 17th, 2004.

FileMaker Pro 7 is the #1-selling easy-to-use database software that lets users effortlessly manage information.

The special upgrade programme allows licensed owners of FileMaker Pro 2.1, 3.0, 4.x and 5.x to upgrade to FileMaker Pro 7 at the same low upgrade price that FileMaker 6 owners are eligible for – £119, a 50 percent saving off the regular purchase price. After September 17th, 2004, only licensed owners of FileMaker Pro 6 will be eligible for the FileMaker Pro 7 upgrade price of £119.

The company also announced it will no longer sell FileMaker Pro 6, FileMaker Developer 6, FileMaker Mobile 2.1, FileMaker Server 5.5 and FileMaker Pro 6 Unlimited as of September 18th, 2004.

“This is the last chance for thousands of FileMaker customers to move up to the ease-of-use and customisability of FileMaker Pro 7, the most highly regarded version of FileMaker in its history,” said Ryan Rosenberg, vice president of marketing and services, FileMaker, Inc. “It’s very unusual for software companies to offer upgrade pricing for users of versions that were originally available more than 10 years ago. But, this release delivers on a decade’s worth of enhancement requests and we wanted all our users to take advantage of it.”

In addition, licensed users of FileMaker Server 5.5, 5.0 or FileMaker Pro Server 3.0, 2.1 may upgrade to FileMaker Server 7 at the low price of £325, a 50% saving off the regular suggested list price. This special pricing will remain effective until September 17th. After that date, only licensed users of FileMaker Server 5.5 will be eligible for the FileMaker Pro 7 £325 suggested list upgrade price.

FileMaker Server 7 is high-performance server software that efficiently manages shared database solutions for up to 250 users. It offers ease-of-use breakthroughs in sharing and administration as well as advanced security features.

FileMaker Pro 7 provides many new features, including enhanced security, data capacity that is 4,000 times greater than FileMaker 6, and the ability to import, store and export any file or document – PDFs, Microsoft Word, Excel or PowerPoint files, digital images, video, music and more – within new, flexible Container fields. Also new is the ability to open multiple windows in the same database to give users faster and simultaneous access to different views of their information. Users get 30 ready-to-use, customisable Starter Solutions.

Pricing & Distribution

Upgrades to FileMaker Pro 7 are priced at £119. Licensed owners of FileMaker Pro 2.1, 3.0, 4.x, 5.x and 6.x are eligible for the upgrade price. After September 17th, 2004, only licensed owners of FileMaker Pro 6 will be eligible for the FileMaker Pro 7 £119 upgrade price. For all other purchasers, FileMaker Pro 7 will be priced at £219

FileMaker Pro can be downloaded, from a preferred reseller, or purchased as a CD-ROM. Volume licensing is also available. FileMaker Pro can also be purchased from resellers listed on the FileMaker Buy page.

All prices exclude VAT.

About FileMaker, Inc.

FileMaker Pro is used by millions of individuals and workgroups around the world to be more productive and efficient. Business, education and government customers rely on FileMaker to manage people, projects, images, assets and other information. In addition to being the number one-selling easy-to-use database software, the award-winning FileMaker product line also includes low-cost Applications that automate basic business tasks, ready-to-use Starter Solutions, and tools to create and share solutions from the desktop to the web. FileMaker, Inc. is a subsidiary of Apple Computer, Inc. (NASDAQ: AAPL).

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CUSTOMER CONTACT

For information on where to purchase FileMaker products please call:

Tel: 01628 534158 www.filemaker.co.uk <<http://www.filemaker.co.uk/>>

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