

Memorex on auction block.

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Memorex will be sold by Burroughs, according to William Etheredge, Memorex marketing VP.

Fujitsu America, Amdahl, Hitachi America and Telex Computer Products have reportedly offered to buy Memorex for \$500-800 mil, but each of the vendors has denied such rumors.

Memorex will be sold before "Dec 1986 to reflect on the profit-and-loss statement," according to L Biggs, Dataquest (San Jose, California). Memorex will be split along European and North American lines and then sold because some parts of Memorex are more profitable than others. If there is a split, Memorex's storage business will be separated from its terminals business, according to David Vellante, storage analyst, International Data Corp. (Framingham, Massachusetts). A split is unlikely because the purchase price of \$500-800 million reflects the value of all of Memorex.