

To: OFFICERS AND MANAGERS April 29, 1980
From: C. W. SPANGLE
Subject: ORGANIZATIONAL ANNOUNCEMENT

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D. BROWN

Since formation of the EUMEA and AMERICAS & ASIA Groups in 1975, Memorex's international revenues have risen to the point where they represent approximately half of the total corporate revenues. As such today, our country operations outside of the United States represent one of the principal assets of Memorex.

To optimize this strength and provide improved coordination of requirements and strategies with the product groups, management and support of all non U.S. sales and service activities, will be consolidated in London effective January 1, 1981. The name of the new group will be Memorex International. It will be headed by Reto Braun as President. Mr. Braun will continue to report to Mr. C. S. Strauch, Executive Vice President. A chart depicting the new organization is attached.

Effective May 1, 1980, the following people will report to Reto Braun:

- o Giorgio Ronchi - Vice President - Southern Europe and Latin America responsible for country operations in Italy, France, Spain, Mexico, Venezuela and Brazil.
- o Michael Kelly - Vice President - Central Europe responsible for country operations in Germany, Switzerland, Austria, Belgium and Netherlands.
- o Lars Turndal - Vice President - Northern Europe, Canada and Australia responsible for country operations in Sweden, Norway, Denmark, Finland, United Kingdom, Ireland, Canada, and Australia.
- o T. Yamada - President, Memorex Japan Ltd.

The following people will continue in their current assignments reporting to Reto Braun as Acting Vice President, International Support:

- o Trevor Sullivan - Director, Customer Engineering
- o Ted Price - Director, Business Development
- o Joe Millington - Director, Country Operations Support, Equipment and Media - London
- o Barry Carpenter - Director, International Liaison and Export, Santa Clara
- o Barry Berghorn - Vice President, Consumer & Business Media, EUMEA

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The following people will also continue in their current assignments reporting to Reto Braun:

- o Jo Renard - Division General Manager, Liege
- o Len LeBlanc - Director, Finance, EUMEA
- o Allan Cummings - Director, Industrial Relations, EUMEA
- o Dan Leckrone - Director, Legal, EUMEA

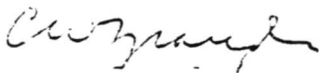
Mr. Len Perrone will continue as Director, Finance, Americas & Asia and will work with Len LeBlanc in integrating the Finance functions prior to the consolidation January 1, 1981.

Mr. Greg Goodere will continue as Acting Director, Industrial Relations, Americas and Asia and will work with Allan Cummings in integrating the Industrial Relations functions prior to the consolidation January 1, 1981.

Also effective May 1, 1980, the Japan Liaison function, headed by Mr. Tak Yamamoto, will report to George Bragg, Vice President of Corporate Development. This change in reporting relationship is being made in recognition of the significant corporate affiliations which Memorex has in Japan.

As described in the attached chart, it is intended that certain support functions for country and distributor operations which will report to the Memorex International Headquarters in London will be located in Santa Clara. Specific arrangements will be completed in the coming months and distributed to all interested personnel. In the meantime and until further notice, existing EUMEA and A&A staff will continue to provide support as in the past.

Action plans to ensure successful transition to the new structure are being established. Effective dates of new reporting relationships and other related details will be communicated as soon as they have been finalized. Professional and timely implementation of these plans is the key to building the international group while growing the business and meeting our 1980 plans.



C. W. Spangle
President and Chief
Executive Officer

/pvp

Attachment

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