

Inacomp
1800 W. Maple Rd
Troy, MI 48084
Tel: 313-649-0910
Sales \$1.0 million
Stores: 102
Michael Rusert, VP

Ingram Computer / Micro D
2128 Elmwood
Buffalo, NY 14207
Tel: 716-874-1874
Stores: 110
Jeffrey Keever, President
John James, VP Products
Largest independent microcomputer
retailer

International Microcomputer
Software, Inc
San Rafael, CA
Sales: \$8 million

Kenfil
16745 Saticoy St
Van Nuys, CA 91406
Tel: 818-785-1181
Employees: 95
Sales: \$150 million
Alex Poppas, Senior VP
Melissa Russell, Purchasing Dir
Distributor

The Learning Company
6493 Kaiser Drive
Fremont, CA 94555
Tel: 415-792-2101
Employees: 55
Bill Dinsmae, President
Mary Balcer, New Product Develop-
ment
Educational software

Media Map
130 The Great Rd
Bedford, MA 01730
Tel: 617-275-5560
Source of good data on press
contacts, to increase the number of
reviews your product gets. Also
reviews trade shows. Provides disk
copy of up-to-date press reviewers
of software products. Automate
your press reviews.

Micro D (see Ingram)
Santa Ana, CA 92704
Tel: 714-540-4781
Employees: 550
Bruce Martin, Vp Purchasing
Largest national distributor

Microsoft
16011 NE 36th Way
Redmond, WA 98073
Tel: 206-882-8080
Employees: 4,300
Mike Marples, VP Operations

Micro United
2200 E. Golf Rd
Des Plaines, IL 60016
Tel: 800-323-1783
Employees: 2,000

National Software Testing Lab
Plymouth Corporate Centre
Box 1000
Plymouth Meeting, PA 19462
Tel: 215-941-9600
Private for profit lab, tests
software for directory services

NEXT
3475 Deer Creek Rd
Palo Alto, CA 94304
Tel: 415-424-0200
John Ison
Third Party software

PC Connection
6 Mill St
Marlow, NH 03456
Tel: 603-446-3383
Employees: 200
Sales: \$22 million
Mail order

PCW Communications
501 Second Street, #600
San Francisco, CA 94107
Tel: 415-546-7722
Employees :200
Publisher PC World Mac World

Regis McKenna
1755 Embarcadero Road
Palo Alto, CA 94303
Tel: 415-494-2030
PR firm for high tech (expensive)