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STORES SELLING OUT DISCONTINUED 99-4A, BUT UP TO 1 MILLION SAID REMAINING

DALLAS - Consumers are flocking to buy Texas Instruments Inc.'s discontinued 99-4A home computer, whose price has tumbled to as low as \$49 in a liquidation sale, but one industry analyst said up to 1 million units still remain in warehouses unsold.

Texas Instruments said last week that it was getting out of home computers after losing \$223 million in the first nine months of this year largely because of slumping sales of the 99-4A and its accessories. The company, also a leading maker of semiconductors and defense electronics, said it faced additional losses in the fourth quarter had it not dropped the computer.

At the same time, Texas Instruments said it was cutting dealers' prices of the 99-4A to clear its inventory and the retail price of the machine, which had been \$99 in many areas, now has fallen to as low as \$49. "We have some inventory and the retail stores have inventory. There will be more products (on store shelves) if they reorder," said Texas Instruments spokesman Norman Neureiter.

He said Texas Instruments does not disclose how many machines remain unsold. But Egil Juliussen, chairman of Future Computing Inc., an industry research firm in Richardson, Texas, estimated there are between 500,000 and 1 million units still available. "The more I hear, the more it looks a million units," Juliussen said. "They may go real fast but there will be a nice supply. The fourth quarter will be the best quarter in terms of sales of the 99-4A."

Neureiter indicated those units would soon be sold, however, saying that if retailers want the product, "they better do it quickly." Most of the Sanger Harris department stores ran out of 99-4A computers Wednesday, said salesman Charles Cox in Dallas. "I don't know if we'll be getting any more," Cox said. "I understand we're talking to Texas Instruments about it, but I just don't know what to tell you." Dottie Clark, a clerk at a J.C. Penney Co. store in Dallas, said she sold 240 Texas Instruments computers Tuesday, and ran out one hour before closing.

"I feel like asking for combat pay after last night," she said. "Some people were buying them five and eight at a time." Ms. Clark said Penney's may restock the computer. "I tell my customers not to give up," she said. "This morning when the store opened, there were 45 people that converged on this department at one time."