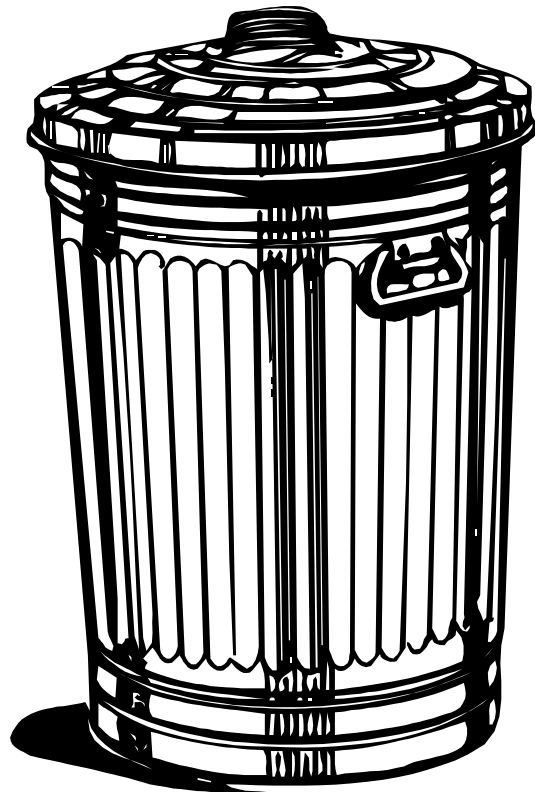


What good would your Gateway 2000 PC be if they lost \$5,000,000,000?



Not much, that's for sure.

You see, there are very few companies that can afford to lose \$5 billion and still stay in business. In fact, IBM lost an amount of money last year greater than the entire net worth of ten of our major competitors.

The truth is, IBM could lose billions of dollars year after year and still stay in business. That's the kind of stability that you can depend on in these tough economic times.

For years, IBM has been building adequate computers with pretty much the same technology as everybody else. Now ask yourself, wouldn't you be a little more comfortable spending just a little more for the same thing, but with the peace of mind that IBM will be there to stand behind you for years to come?

At IBM, we can afford to lose enough money to buy many small countries. Can Gateway 2000 say that? Dell? Compaq? We think not.

IBM. The Safe Choice.