

From: Steve Jobs sjobs@apple.com
Subject: Re: PA Semi support
Date: May 6, 2008
To: mikemac@KissTek.com
Cc: Steve Jobs sjobs@apple.com



Mike,

My advice is to move on from PA Semi now.

All the best,

Steve

On May 6, 2008, at 11:16 AM, mikemac@KissTek.com wrote:

As both an Apple and PA Semi customer, the recent announcement that Apple is purchasing PA Semi has caused a considerable amount of excitement and dread. As long time Apple customers, we're excited to see how Apple is going to incorporate PA's technology into its product line. As PA customers, we're not so happy.

As a small startup that was about to announce our first product, having the CPU dropped with no notice is devastating. We were given no chance to stockpile processors, we were cut off from support without notice, the website was disconnected so we can't access the necessary support documents, ... Continuing support during the takeover would not have incurred a significant cost to Apple. This is not being handled in a professional manner.

Having gone thru too many mergers and acquisitions, I know the transition period can be a difficult and emotional time. But with a little forethought, it can be handled in a much better manner than the PA purchase is currently being handled. I urge you to continue the support operations at PA Semi during the transition. The goodwill it will generate will easily outweigh the small additional expense.

Right now, I feel like taking a baseball bat to all of these iMacs on everyone's desk. But I guess that wouldn't be very professional either. But it sure would make me feel better!

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