



Windows 7 Upgrade Option



Help Sales Today with the Windows 7 Upgrade Option Program

By purchasing PCs running genuine Windows Vista®, your customers will have PCs ready for the most exciting reimaging of the Windows operating system ever. We are pleased to announce the Windows 7 Upgrade Option Program, designed to help you sustain PC sales until Windows 7 is available in the market.

This optional, low-cost program allows Microsoft Technology Partners who purchase a qualifying Windows Vista SKU from an Authorized Microsoft Distributor to provide a Windows 7 Upgrade Option offer form to customers. This offer form can be redeemed for a Windows 7 upgrade at no extra cost when Windows 7 is available.

Here's how it works:

1. You purchase a qualifying Windows Vista Upgrade Option SKU from Authorized Microsoft Distributor (Windows Vista Home Premium, Business, or Ultimate with an accompanying Upgrade Option offer form).
2. Preinstall this qualifying Windows Vista operating system on a PC.
3. Sell the PC during the eligibility period and give the Upgrade Option offer form to the customer. The customer visits the fulfillment Web site to order a Windows 7 upgrade at no extra cost. Microsoft will manage the Web site upgrade requests and media fulfillment process for the program.
4. After Windows 7 is released and available, the customer will receive from Microsoft a comparable version of Windows 7 for installation on his or her PC.

Key Dates

Program SKU Availability from Authorized Distribution:

June 1, 2009 through December 31, 2009

Program Eligibility Period:

June 26, 2009 through January 31, 2010

Program Fulfillment Website Go-Live Date:

June 26, 2009

Initial Upgrade Media Fulfillment Date:

October 22, 2009

Upgrade Offer Form Expiration Date:

February 28, 2010

Final Software Fulfillment Date/Program

End Date:

April 30, 2010

Please visit

oem.microsoft.com/canada/windows7upgrade for the latest information.

Upgrade Option Offer Paths to Windows 7*

Preinstalled with:	Upgrades to:
Windows Vista Home Premium	Windows 7 Home Premium
Windows Vista Business	Windows 7 Professional
Windows Vista Ultimate	Windows 7 Ultimate

Upgrade media will be product version specific and must correspond to the Qualifying Product Version.

* Non-qualifying Windows OS versions: Windows XP (all versions), Windows Vista Home Basic, and Windows Vista Starter.