

SINCLAIR RESEARCH SOLD

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Sir Clive Sinclair, whose computer empire was once valued at \$197 million, sold his company to a rival concern today for \$7.3 million.

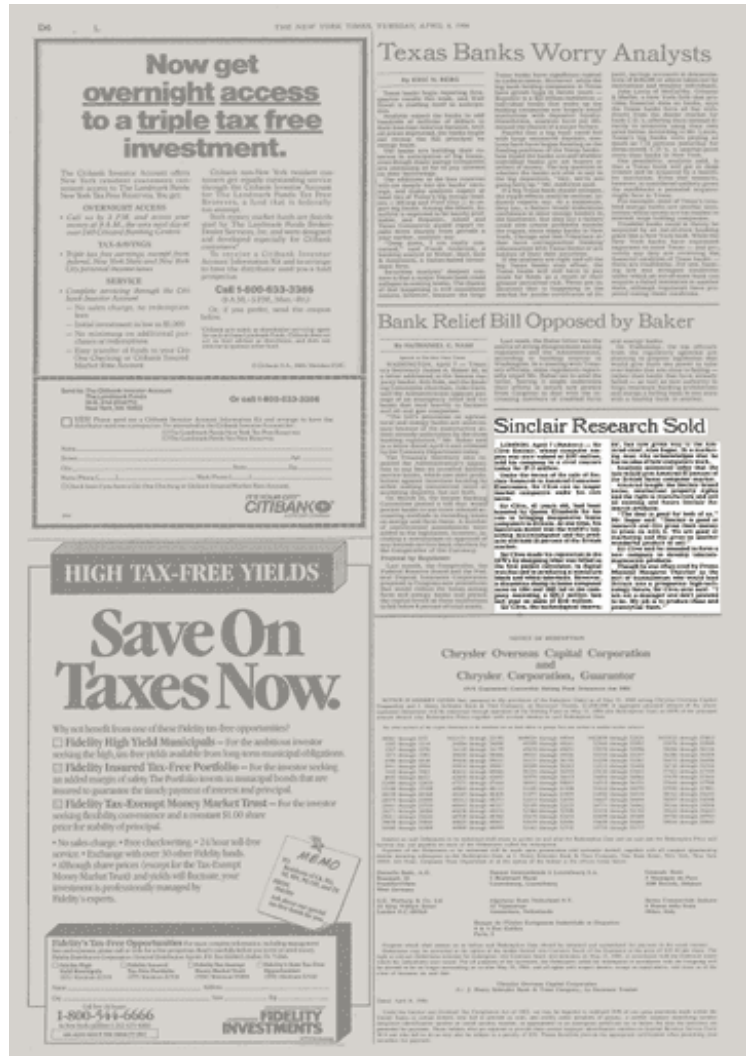
Under the terms of the sale of Sinclair Research to Amstrad Consumer Electronics, Sir Clive can no longer market computers under his own name.

Sir Clive, 45 years old, had been honored by Queen Elizabeth for his role in bringing inexpensive home computers to Britain. At one time, his Spectrum model was the world's top-selling microcomputer and his products still hold 35 percent of the British market.

Sir Clive made his reputation in the 1970's by designing what was billed as the first pocket calculator, in digital watches and in producing a miniature black and white television.

However, a disastrous slump in home computer sales in 1984 and 1985 led to the company recording a \$26.5 million loss last year on sales of \$148 million.

Sir Clive, the technological innovator, has now given way to the Amstrad chief, Alan Sugar, 39, a marketing man who acknowledges that he has no idea of how computers



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work.

Analysts estimated today that the sale would give Amstrad 85 percent of the British home computer market.

Amstrad bought the Sinclair brand name, intellectual property rights and the right to manufacture and sell all existing and future Sinclair Research products.

"The deal is good for both of us," Mr. Sugar said. "Sinclair is good at research and this gives them money to press on with it. We are good at marketing and this gives us another wonderful product to sell."

Sir Clive said he intended to form a new company to develop telecommunication products.

Though he was often cited by Prime Minister Margaret Thatcher as the sort of businessman who would lead Britain into a prosperous high-technology future, Sir Clive once said: "I am not a manager and don't pretend to be. My job is to produce ideas and proselytize them."