

# How do specify that a shortcut should not be promoted as newly-installed on the Start menu?

 [devblogs.microsoft.com/oldnewthing/20110211-00](http://devblogs.microsoft.com/oldnewthing/20110211-00)

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Windows XP employed a number of heuristics to determine which Start menu shortcuts should be promoted when an application is newly-installed. But what if those heuristics end up guessing wrong?

You can set the `System.AppUserModel.ExcludeFromShowInNewInstall` property to `VARIANT_TRUE` to tell the Start menu, “I am not the primary entry point for the program; I’m a secondary shortcut, like a help file.”

```
#include <windows.h>
#include <tchar.h>
#include <shlobj.h>
#include <atlbase.h>
// class CCoInitialize incorporated here by reference
int __cdecl _tmain(int argc, TCHAR **argv)
{
    // error checking elided for expository purposes
    CCoInitialize init;
    CComPtr<IShellLink> spsl;
    spsl.CoCreateInstance(CLSID_ShellLink);
    spsl->SetPath(TEXT("C:\\Program Files\\LitWare\\LWUpdate.exe"));
    PROPVARIANT pvar;
    pvar.vt = VT_BOOL;
    pvar.boolVal = VARIANT_TRUE;
    CComQIPtr<IPropertyStore>(spsl)-
>SetValue(PKEY_AppUserModel_ExcludeFromShowInNewInstall, pvar);
    CComQIPtr<IPersistFile>(spsl)->Save(L"LitWare Update.lnk", TRUE);
    return 0;
}
```

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