From: Russ Siegelman
To: Brad Chase
Cc: Bill Miller; Anthony Bay
Subject: MSN, Ohare and Internet
Date: Thursday, January 05, 1995 8:29AM

We had a meeting with BillG yesterday to review our Internet plans. JohnLu, Bens and PaulMa was there. I wanted to catch you up on the marketing implications.

The outcome of the meeting is that we are essentially converging the Ohare and MSN Internet plans. The resulting marketing message will be "The way for Win 95 users to get on the Internet is to sign up for MSN", which will give them full access to the Internet, including all the Ohare functionality (and more). This will not be available at Win 95/MSN launch, but soon after in the fall. This is a change from our previous public position which was "Win 95 will have Internet briwser that will allow you to get on the Internet" (it was never clear to me if that was a public position or if people took it from BillG's statements, or whatever). BillG will make state and reinforce this new message in the event on Jan 11.

You, BillMi and Anthony may want to meet to get more details.

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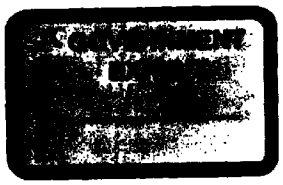
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