## Rick Frederking (LCA)

**From:** Brad Chase
**Sent:** Tuesday, May 07, 1996 11:18 AM
**To:** Jay Goldstein
**Cc:** Greg Sullivan
**Subject:** RE: AOL mail

**From:** DKRJJ@aol.com[SMTP DKRJJ@aol.com]
**Sent:** Monday, May 06, 1996 11:50 AM
**To:** Brad Chase
**Cc:** MBerlow@aol com; ELKeller@aol.com
**Subject:** Re. clarify

I thought we had addressed all these issues during our call.

The short term win for you is to get people converted to IE now before you are the "browser of choice" for AOL, especially the 16 bit world. The win for us is to increase our advertising base and we are certainly willing to look at trades of comparable space as a means of remuneration.

A longer term win is for us to create, in part together, a larger advertising base world by us having avails on your web sites (and vice-versa) to develop a more compelling buy for national advertisers.

We have stamped the NS issue into the ground — I do not know who started it. We are not selling NS advertising around its browser or otherwise — lets move on.

We need to be creative here Brad to figure out win, wins — it is no time to be paranoid — this will only limit the stuff we can do together. Tell your guys to work with Myer — he will be out there shortly (possibly tomorrow) — to figure out areas they can work together on in advertising and do not let them come back until they figure something out — that is what I have told my guys and that is what you and me commited to.

David

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**From:** Jay Goldstein
**Sent:** Monday, May 06, 1996 7 44 PM
**To:** Brad Chase
**Cc:** Greg Sullivan
**Subject:** AOL mail

Can you please provide us with a copy of the response that Dave Colburn from AOL sent to you regarding accpeting Netscape ads? It seems it was cleared up, but there still is a bit of doubt - the mail should clear it up .

Thanks

PENGAD-Bayonne, N.J.
GOVERNMENT EXHIBIT
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