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Date: Fri, 21 Jun 1996 18:58:36 -0700
X-Sender: judyl@pop.mcom.com
Mime-Version: 1.0
To: pmarca@netscape.com, roberta@netscape.com
From: Judy Logan <judyl@netscape.com>
Subject: Microsoft Deal
Cc: mikeh@netscape.com, cameron@netscape.com

Marc and Roberta,

I thought you'd be interested in this. The executive summary:
* Microsoft is giving this relatively small site free exposure in print advertising
* Microsoft has offered $1000 of free software
* Microsoft has guaranteed co-marketing activities for the next year
* An explicit term of the agreement is to remove any reference to Netscape from their site

I did respond to this gentleman (being clear that this was not a counter offer) with an explanation of some of the marketing programs that can generate traffic from our site.

Let me know if you have any additional questions.

/Judy

>Return-Path: ben@PyramidBrew.com
>To: "judyl@netscape.com" <judyl@netscape.com>
>Subject: Microsoft Deal
>Date: Fri, 21 Jun 96 12:26:28 -0500
>From: Benjamin Myers <ben@PyramidBrew.com>
>CC: Derrick Chasan <derrickc@HartBrew.com>
>
>-- [From: Benjamin Myers * EMC.Ver #2.5.02] --
>
>Hi, Judy:
>
>My name is Benjamin Myers. I'm the communications director for Pyramid
>Breweries, craft-brewers of Pyramid Ales and Thomas Kemper Lagers (you may
>have seen our beers around the Bay Area). We're headquartered in Washington
>state, with growing national distribution, and are building a brewery/pub --
>the Pyramid Ale Brewery & Alehouse -- at Berkeley, CA, which will open this
>Fall. Our web site, http://www.PyramidBrew.com, has attracted a lot of
>attention for its thematic "Virtual Pub" orientation and creative use of
>Real Audio (we were RA site of the week a while back).
>
>Anyway, Microsoft is very eager to work with us to turn PyramidBrew.com --
>they love our "microbrews on the Internet" appeal (it's "sexy") and our
>demographic of attracting 21 - 35 year-olds -- into a showcase for Internet
>Explorer, particularly the new 3.0 version. They've just offered us the
>following deal: in exchange for us removing all references to Netscape from
>our site for a year, as well as optimizing the site for I.E. 3.0 and

PENGAD-Bayonne, N.J.
GOVERNMENT EXHIBIT
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>incorporating some of its special Activex technologies, they will make us
>one of 4 companies/sites profiled in a 4-page full color ad they're running
>for IE in all Ziff Davis publications (combined circulation of 11 million).
>The ad will run in the next 3 (three) issues of each magazine. Also, to
>help offet the cost of the changes to our site, Microsoft is giving us more
>than $1000 worth of free software (Office, etc.). Finally, if we do this
>for them, they've agreed to work with us throughout the year in terms of
>promoting our site and its links with I.E. 3.0. They've said we have to
>tell them yes or no by the end of today, 21 June, in order to make the ad's
>production date.
>
>Until now, we've said our site is best viewed with Netscape (which it is).
>We've optimized it for Netscape. We've even provided download information
>for AOL users so they can browse with Netscape. I'm not a huge fan of
>Microsoft (I'm a Macintosh guy), and I kind of like Netscape's "underdog"
>status. I'd prefer to remain with Netscape, especially as -- as you surely
>would tell me -- you guys still have a much, much, much larger share of the
>browser market.
>
>That said, Microsoft clearly intends to spend as much money as needed to
>secure I.E. as the browsing standard. Professionally, it is difficult for us
>to turn down a chance to ride their promotional/PR activities to the best of
>our ability.
>
>Before I sign on with them, however, I wanted to run the situation by you
>guys at Netscape. If there is an alternative you would propose, I'd like to
>hear is ASAP. Again, Microsoft has given me a deadline of around 4pm today
>21st June.
>
>Feel free to call me at (206) 682 8322, ext. 237. If you get my voice mail,
>dial 0 and have the receptionist page me. Or send an email.
>
>Many thanks for your consideration.
>
>Cheers,
>
>
>Ben Myers
>ben@PyramidBrew.com
>
> - -
>Benjamin Myers, Communications
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