Date: Thu, 15 Aug 1996 10:05:43 -0700
From: alan gunshor <agun@netscape.com>
Reply-To: agun@netscape.com
Organization: Netscape Communications
MIME-Version: 1.0

CONFIDENTIAL

>gore@netscape.com, mikeh@netscape.com,
>, brianc@netscape.com
Subject: Microsoft's Anti-Competitive Practices

Bingo! You asked me if I have any proof of Microsoft offering companies cash to customize a site toward Microsoft technology on an exclusive basis. Here it is!

(Read below.)

Background: Jonathan Shapiro from United Media approached me at Camp Internet asking why Netscape has not wanted to strike a deal with their website (home of Dilbert). I told Jonathan that this was absolutely not the case. In fact, I had called Scott Adams back in the summer of '95, when we were first introducing Mozilla onto our website, and asked Scott if he'd be interested in getting the Dilbert character involved in any way. Jonathan said that Microsoft offered them money and promotion in exchange for customizing to Microsoft's technology on an exclusive basis. His message here basically takes the Microsoft name out and replaces it with Netscape. (Not too original, but we get a better idea of the approach they're taking.)

Let me know how you'd like to proceed on learning more about Microsoft's approach.

Alan

GOVERNMENT EXHIBIT 90
PENGAD-Bayonne, N.J.

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Content-Type: message/rfc822
Content-Transfer-Encoding: 7bit
Content-Disposition: inline

Return-Path: jonathans@unitedmedia.com
Received: from maleman.mcom.com (maleman.mcom.com [198.93.92.3]) by starfish.netscape.com (8.7.5/8.7.3) with SMTP id GAA27337 for <agun@starfish.mcom.com>; Thu, 15 Aug 1996 06:12:02 -0700 (PDT)
Received: from ns.netscape.com (ns.netscape.com.mcom.com [198.95.251.10]) by maleman.mcom.com (8.6.9/8.6.9) with ESMTP id GAA24520 for <agun@netscape.com>; Thu, 15 Aug 1996 06:10:51 -0700
Received: from SMTP.UMNY.SCRIPPS.COM (smtp.umny.scripps.com [204.78.35.201]) by ns.netscape.com (8.7.3/8.7.3) with SMTP id GAA02563 for <agun@netscape.com>; Thu, 15 Aug 1996 06:09:56 -0700 (PDT)
Received: from UM-Message_Server by SMTP.UMNY.SCRIPPS.COM
with Novell_GroupWise; Thu, 15 Aug 1996 09:12:26 -0500
Message-Id: <s212e9fa.001@SMTP.UMNY.SCRIPPS.COM>
X-Mailer: Novell GroupWise 4.1

NSC002162

Date: Thu, 15 Aug 1996 09:13:23 -0500
From: Jonathan Shapiro <jonathans@unitedmedia.com>
To: agun@netscape.com
Cc: jeanettes@unitedmedia.com
Subject: Dilbert & Netscape
Mime-Version: 1.0
Content-Type: text/plain
Content-Disposition: inline

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Alan:

Thanks for following up our Camp discussion.

UM is interested in finding a way for Dilbert and Netscape to work together. Unfortunately, the models that come to mind are borrowed from your competitions ideas but nonetheless, here they are.

1) We could work together where in www.unitedmedia.com becomes a showcase site for Netscape technology. You would give us technical support, software, and prominent placement on the Netscape home page and we would, with your help, develop www.unitedmedia.com site enhancements to showcase what your technology can do and give you prominent placement on our enhanced pages. For the record, MS IE is offering this kind of deal and also talking about $.

2) We could trade some Dilbert content for traffic to our site. Again, Scott just doesn't have the time or inclination to develop custom strips. Nonetheless, there is a body of work that is not currently available to the general public that could be offered up in a unique way to give the Netscape Dilbert added value. We of course would love millions of visitors a day.

3) Netscape could license Dilbert for promotional use. This would require BIG bucks. Scott is not inclined to choose sides in the various technology wars. However, if the price is right he may reconsider.

Let me know your thoughts.

I will be in San Francisco 8/26-8/28. If possible lets get together.

Look forward to hearing from you.

Jonathan
212.293.8524

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08/16/96 FRI 16:17 FAX 415 528 4123 NETSCAPE-LEGAL 001
08/16/96 16:14 415 528 4123