DOJ - Legal

From: Brad Chase
Sent: Wednesday September 11, 1996 9 18 AM
To: Lewis Levin, Brad Silverberg, John Ludwig Bill Gates
Cc: Christine Turner Paul Maritz Steve Schiro Brad Chase
Subject: RE Intuit call with Scott Cook

I talked to them again today I just don't think they are prepared to jump this hurdle

I suggested that they at least ship both browsers

in the meantime I have asked steve to call campbell since their relationship and campbell's position may allow for some greater candor

---

From Brad Chase
Sent Monday, August 05, 1996 9 11 AM
To Lewis Levin, Brad Silverberg, John Ludwig, Bill Gates
Cc Christine Turner, Brad Chase
Subject RE Intuit call with Scott Cook

I talked to jennifer jones hall and andy cohen today there was alot of dancing as they did not have much direction from scott (except to look for advertising) after much discussion I made a formal proposal to try and get a stake in the ground

- they put IE in their products this fall
- I give them two to three days of the media consultancy team to help them with their site (it is boring today)
- I place them in the "best of the web" tab of our home page and as an option in the customized start page
- we put $250K into an advertising/co-marketing pool to co-promote their active site and IE 3

we are going to talk again in a few days

From Bill Gates
Sent Wednesday, July 24, 1996 7 41 PM
To: Lewis Levin, Brad Silverberg, John Ludwig, Brad Chase
Cc: Christine Turner
Subject Intuit call with Scott Cook

I talked with Scott Tuesday at 1·30pm

I made it clear to him that beyond giving him the best browser technology for no cost that we were only will to do some very modest favors in addition to that Scott said that its hard for them to change what they will ship this year so there will have to be something exciting about what we propose

Scott tried to convince me that even though some of his ideas would hurt our personal finance business they would help us sell more platform software to banks I said it just wasn't going to fly for me to do something that hurts our personal finance efforts I said I would send him Lewis's phone number if someone wanted to explore a win-win type deal with Lewis's group I don't know if they will pursue this or not

I mentioned to Scott that Active X will let him build a much better Web site I explained that financial information benefits immensely from the interactive capabilities of Active X controls I said that if his site did a good job using Active X and they ship our browser that we would give them some visibility on a reference page that is easy to get to and some visibility in our IE promotion which will be heavy Scott asked for us to have Brad Chase or someone is his group call one of his marketing people - Christine will send Brad Chase the phone numbers of these people - there were 2 to choose from This followup will be important

I talked to him about how a componentized browser is a great thing and that we would make sure Money takes advantage of the componentized browser so he would be hurting himself by not having the same [I really believe Money should do this although I don't know when we will get around to it] Scott said he hears this point but isn't sure how much they can do this year.

I was quite frank with him that if he had a favor we could do for him that would cost us something like $1M to do that in return for switching browsers in the next few months I would be open to doing that However I said any

MS6 6007642
CONFIDENTIAL

favor whose impact is substantially higher than this is more than this is worth to us since we have so many channels we are pursuing to get our browser (the best browser) into users hands

Scott said that he will try and think of something that will help their long term business I reiterated that picking an inferior browser can't be good for their long term business I told Scott all the cool things we are doing for IE We agreed to have one more call to see if either of our companies have good ideas or if the discussion with their marketing people gets them enthusiastic about switching

Our next call will be in a week or so Its very clear to Scott that unless he can switch in the releases he makes this year then there isn't much worth talking about

MS6 6007643
CONFIDENTIAL