Windows 95 Now Includes the Microsoft Internet Explorer Starter Kit in the Box!

That's right! Everything you need to surf the Web and fully experience all the latest Web innovations is included with the Microsoft® Windows® 95 operating system. The Microsoft Internet Explorer Starter Kit version 3.0 (a $24.95 value) is included FREE in the Windows 95 box. The kit includes:

- Microsoft Internet Explorer 3.0, Microsoft's latest browser.
- Internet Connection Wizard -- This easy to use wizard enables you to select the Internet Service Provider of your choice to immediately connect to the Web.
- One month of free connect time, with unlimited hours offered exclusively from MCI and MSN™*.
- A whole slew of Internet extras that leverage the latest innovations in Web technology, including NetMeeting™, Comic Chat, ActiveMovie™, and ActiveX™ Gallery, to name a few.
- Plus, **cool Internet extras** in the Microsoft Internet Explorer Starter Kit!

And with the multitasking capabilities of Windows 95, you can save time! While Microsoft Internet Explorer 3.0 downloads your favorite software in the background, you can continue to be productive on your computer -- write letters, manage your finances, or play the latest in computer games.

Be sure to look for Windows 95 with the FREE Microsoft Internet Explorer Starter Kit at your local reseller.

Or, if you can't wait to get all these cool features, ORDER NOW ONLINE!

*MCI Internet offer: Based on local dial access only. Credit applied to first full invoice period. long distance, or toll charges may apply. Available only in the Unites States. A credit card is required. Offer expires June 30, 1997. Standard MCI Internet pricing applies after promotional period.

MSN offer: Available to new MSN members in the 50 United States, the District of Columbia, and Canada only (provided they select MSN as their Service Provider). A credit card is required. MSN premium, long distance, or toll charges may apply. Offer expires June 30, 1997.

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Go to
Windows 95

The IE Challenge

The IE Challenge

Trouble-Free Guarantee

Installing and using Internet Explorer 3.0 is painless and trouble-free, even with Netscape Navigator also installed. Here's why:

(If you're a Navigator user, to see how easy it is to use both browsers!)

- **Easy Download and Installation:** Downloading IE and any of its other add-on components is a snap. Go to the Download site, identify your operating system and desired language version, and then follow the instructions from the Installation Wizard.

- **You Can Use!** IE works with almost all Internet Service Providers, including American Online, CompuServe, MCI, MSN, AT&T, and thousands of local ISPs. In fact, over 2,500 ISPs have signed up to redistribute IE. If you're using Navigator, chances are that you too can use IE!

- **IE Takes up little Space:** IE's tight, componentized architecture takes less than 10 MB of Hard Disk space and uses less RAM than Navigator.

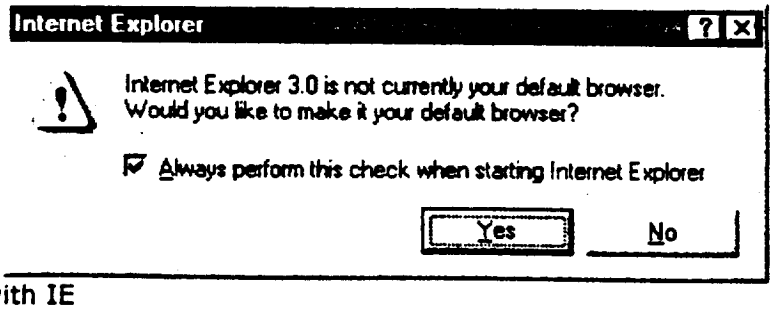
- **Upgrading** is as simple as going back to the IE download site, either using the quick-link button on your toolbar or by going through the microsoft.com site.

- **IE Uninstalls Easily** if you want to use a newer version, or simply get rid of it (and so does Navigator!).

But What If I want to use both Netscape Navigator *and* IE?
What about my Bookmarks?
What about my Plug-ins?

Using both IE and Navigator is SIMPLE and PAINLESS. IE automatically:

- **Upgrades Navigator Bookmarks** to also be used as IE "Favorites"



- **Upgrades Plug-ins** to also be used with IE

- Uses the **same keystrokes** as Navigator to make switching to IE easy
- Allows YOU to **choose** which Browser is the default
- Allows YOU to **choose** which communications, mail, news, and chat client to use, whether you're using the IE browsing features or not
- Both Navigator and IE **uninstall easily** if you decide to only use one (and if you DO choose just one, might we recommend IE?)

"I'm Convinced! What do I do to get it?"

Go to the [illegible] and select Internet Explorer 3.0!

[IE Challenge Home Page][IE Comparison Course] [Trouble-Free Guarantee]

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Microsoft Internet Explorer Breaks 40 Percent Use Among Web Surfers Within Six Weeks of the Release of Internet Explorer 4.0

Independent Survey Shows Internet Explorer Also Most Popular Browsing Software Among Home PC Users

REDMOND, Wash. - Nov. 17, 1997 - Microsoft Corp. today announced that in just six weeks since the release of Internet Explorer 4.0, more than 40 percent of Web surfers in the United States use its browsing software, according to a survey by Roper Starch Worldwide Inc. Dataquest also released a market analysis report today that shows that approximately 40 percent of people who access the Internet use Microsoft® Internet Explorer. In addition, research by Media Metrix, The PC Meter Company, indicates that Internet Explorer is now the most widely used browsing software used to access the Web by PCs in the home.

"We are thrilled with the tremendous customer demand that Internet Explorer has received over the past year," said Yusuf Mehdi, director of marketing in the applications and Internet client group at Microsoft. "Our latest version, Internet Explorer 4.0, has swept the industry reviews and met with very high customer satisfaction. With continued, unprecedented demand from both home and business users, Internet Explorer is well on its way to becoming the most widely used browsing software."

Independent Surveys Confirm Internet Explorer's Popularity Growing Rapidly

Roper Starch Worldwide performs rigorous and

statistically projectable calls to random samples of U.S. households. The methodology for the browser study involved screening all U.S. households for Internet use during the past two weeks. The Roper survey, conducted in October 1997, polled users about where they access the Internet most frequently (at home, business, school, etc.) and which browsing software they use at their primary access location. Roper's latest survey places Internet Explorer share of use at 42 percent and Netscape Navigator share at 52 percent. The growth in Internet Explorer use is based, in part, on the strength of its integration with America Online.

"Since we integrated Internet Explorer browsing software into the AOL client software last year, over 85 percent of AOL members are currently using Internet Explorer 3.0; we will be rolling out Internet Explorer 4.0 early in 1998," said David Gang, senior vice president for new products and enterprise, AOL Networks.

Market research firm Dataquest also released a Dataquest Perspective today showing that Internet Explorer share of use has continued to grow over the past year. According to its November 1997 survey, Internet Explorer share of use has increased to 39.4 percent, nearly doubling from of 20 percent in the fourth quarter of 1996. Netscape Navigator share, by contrast, has continued to decline, dropping below 60 percent for the first time. Navigator currently holds 57.6 percent share of use. Dataquest predicts that Internet Explorer will reach parity with Netscape Navigator as early as the second quarter of 1998.

In addition to the Roper study and the Dataquest Perspective, Media Metrix September tracking shows that Internet Explorer and Internet-based clients such as AOL collectively account for the majority of all browser software used in homes with Windows® operating system-based personal computers. According to the research, Internet Explorer and AOL are the primary browsers used in 50 percent of households. "Primary browser" is the most relevant metric for share and is defined as the browsing software most frequently used by an individual. Since many individuals use multiple browsers, the one they use most often is the primary browser.

Top Web Sites Report Internet Explorer Use Over 40 Percent

Popular sites such as Disney.com, Epicurious.com, Forbes.com, NationalGeographic.com, Pathfinder.com, PointCast.com, WarnerBros.com, Windows95.com and ZDNET.com are now reporting that Internet Explorer accounts for, on average, over 40 percent of their site traffic. Some sites are reporting Internet Explorer share of use at 50 percent and higher.

Internet Explorer Has Over 50 Percent Share of Use and Is Most Popular Browsing Software in 19 Countries

Customer demand for and use of Internet Explorer has traditionally been strong overseas where it offers superior functionality and language offerings. Microsoft delivers leading support for international customers, shipping 24 localized language versions (including English) of Microsoft Internet Explorer - more than any other Web browser. Internet Explorer is now the most popular browsing software in 19 countries -Belgium, Brazil, the Czech Republic, Denmark, France, Greece, Italy, Korea, Mexico, Norway, Poland, Portugal, Russia, Singapore, Slovenia, Spain, Taiwan, Turkey and the United Kingdom - according to Internet service providers and Web traffic on top sites. Over 100 of the top Internet service providers in 20 countries now provide Internet Explorer and Outlook™ Express to their customers, representing over 6.5 million users worldwide.

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day.

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Note to editors: If you are interested in viewing additional information on Microsoft, please visit the Microsoft Web page at http://www.microsoft.com/presspass/ on Microsoft's corporate information pages.

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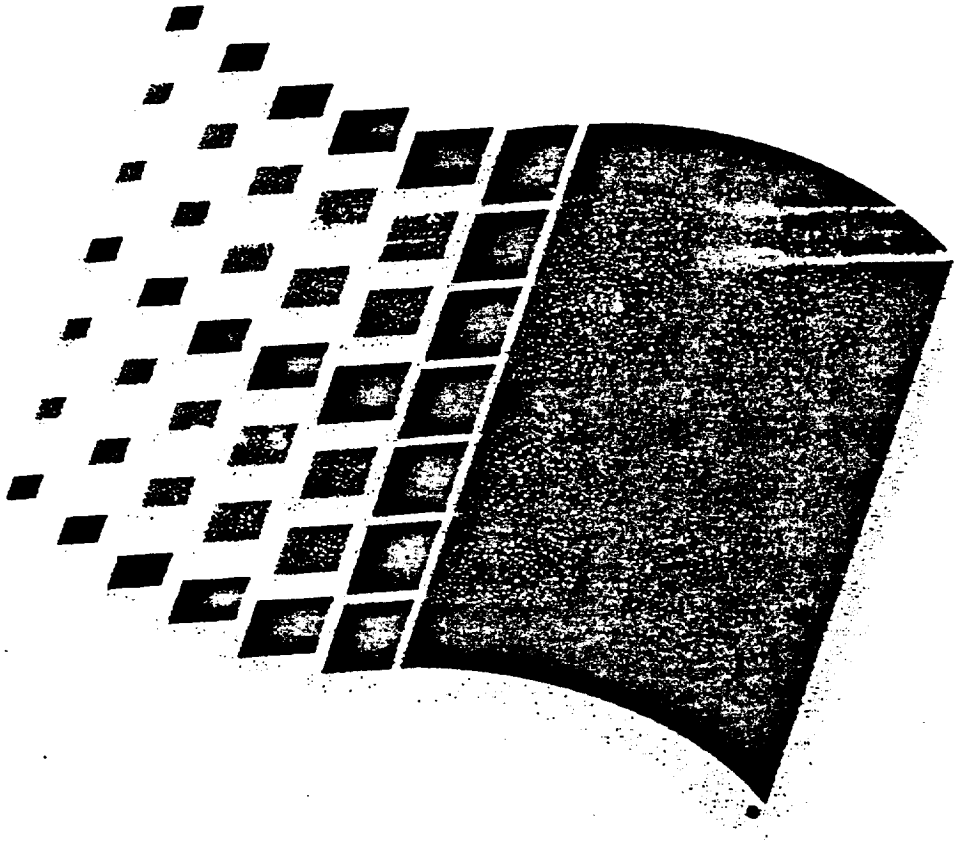
Feature Review



Microsoft Windows 95 Preview Program

Case No. 94-1564