From: Bill Gates[SMTP:billg@msg microsoft.com]
Sent: Monday, January 08, 1996 7:30 PM
To: Brad Silverberg (Xenix)
Cc: Paul Maritz (Xenix); John Ludwig; Christine Turner
Subject: Steve Case - AOL

I talked to him this afternoon. He said they are on a path to close with Netscape before the end of the month. I told him I wanted to convince him to pay a visit and really talk about our goals. I said I wasn't going to be able to put AOL in the Windows box except in the sense that with a few strings typed in the user would be able to connect to AOL.

He said he views us technically as behind Netscape but credible enough to do a very good job. I said integration with Windows will be great for his users. I said we would give him a lot of ability to tell us how the browser can fit his needs the agenda and the ability to get at source code and distribute a customized browser of his own. I said it will be free to him.

He said Netscape is giving him marketing. I said that there has to be an economic value to this. I said I wasn't closed minded to jointly announcing them as the lead technical partner (not at MSN's expense) for the browser. I said I would be glad to do joint ads about it. I said we could fund some of their marketing. I reminded him they did a good job on marketing. I said ads on Netscape have to have a value. He sort of suggested he was influencing AOL not to form their own online service or to team up in some bad way with any of this competitors. I don't think he really is getting much from them. Netscape can't give away their home page and even getting all the ads for a year isn't worth that much.

I said the bottom line was that he should come out and talk to us. I said you and I would be the key people. I said he should feel welcome to explore other topics when he is out.

He said he would think about it. If he comes out it will be late this week or next week since they need to make a decision. He said he will get back to me in the next few days if he wants to come.

I again said he SHOULD COME OUT and he SHOULD work with us. I did my best. I hope he calls.

Christine - if he is going to come out we will have to arrange my schedule to make sure I get 90 minutes with him. Brad can be the primary host and talk to him for the first hour or so but I do need to give a chunk of time to this.

PENGAD-Bayonne, N.J.
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