Fred Giordano,03/20/96 1:31 PM,BA Proposal 1

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CONFIDENTIAL

Subject: BA Proposal

BA Proposal from MS

REDACTED

I.Bundle Plan

- exclusively IE
- free IE and MSN Access to all BA customer
- MS will do fulfillment
- Listing in MS IE Phonebook
- Listing in MS MSN phonebook
- Custom IE Browser for Win 3.1/95/NT & Mac
- Customized BA Front Page on MSN
- Royalty-free IE and Signup SW (Customized)

- Bounty (NOTE: this was a table; these are just the higher and lower numbers)

1-9k $45 per signup via WorldLink
5M+ $15 " " " "

This is $ Microsoft is offering to pay BA.

- Reselling (NOTE: This was a table as well)

1-45k $4.38 per browser
5m+ $2.40 " "

II. Upgrade Plan - structured like an OEM ageement

- MS will do fulfillment
- Listing in MS IE Phonebook
- Listing in MS MSN phonebook
- Custom IE Browser for Win 3.1/95/NT & Mac
- Customized Sign-up SW
- Customized BA Frount Page on MSN
- Royalty-free IE and Signup SW (Customized)

- Bounty (NOTE: This was a table as well)
1-9k $60 per signup via WorldLink
5+M $20 " " " "

- Reselling (NOTE: This was a table as well)

HIGHLY CONFIDENTIAL

1-9k $4.70 per browser
5M+ $3.80 " "

NOTE: All numbers are approximate.
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