Subj: IE Promotional Deal Summary
Date: 96-12-24 14:42:27 EST
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As promised, here is the summary of the IE promotional deal we just signed. As you will read below, AOL may expect up to $2.1 MM in promotional fees from MS based on the number of members we have using IE-based clients by 4/5/97. The more we promote them, the more we will get paid. Lets get it all.

SUMMARY
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* MS pays AOL non-recoupably promotional fee of $500,000 by 1/19/97. (Brendsel)

* MS pays AOL $0.25 per member that AOL converts to use an AOL client that integrates IE. This only applies to members in good standing as of 10/18/96. Payments will be payable monthly. Capped at $1,000,000. Terminates on 4/5/97. Applies to members that originally subcribe to AOL with non-IE based client. (Brendsel/Thompson)

* MS pays AOL $600,000 bonus if AOL has 5.25 million members upgraded to AOL clients that integrate IE by 4/5/97. This can apply to any member that originally subscribes to AOL using a non-IE based client but is subsequently converted. (Brendsel/Thompson)

* AOL.com will support ActiveX technology by 1/1/97. (Ayers)

* AOL and MS will cooperate to promote bundle that includes Win95 upgrade, memory, and high-speed modems. (Brendsel/Dyn)

* AOL will provide MS with turboweb cache traffic data reports on 1/1, 3/1, 5/1, and 7/1 for the two months preceeding each of those dates. The reports will detail aggregate page-views for the top 25 websites as defined by MS. (Ayers)

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