



New CHOICE. New CONTROL. And a new way to win \$10,000 instantly.

Check out WebTV™ at your local electronics store — and find out on the spot
if you have the winning number to a \$10,000 Cash Grand Prize!

<John. Q. Prospect
123 Main Street
Hometown, State 23456>

Dear <Mr. Prospect>.

Thank you for your recent request for more information on WebTV.

You recently received a package of information, so you know that we also promised to send you a special video on exciting WebTV. That video is enclosed.

WebTV brings all the incredible entertainment and information of the Internet right to your TV. You don't need a computer. And you don't need any computer experience, software or skills. All you need is a WebTV Internet Terminal made by Sony or Philips Magnavox, your TV, current phone line, and a monthly subscription to the WebTV Network.

Then, in about 15 minutes, you can be set up and online, ready to surf the Internet as easily as you surf the channels on your TV.

Buy your WebTV Internet Terminal at your local consumer electronics store for about \$250. Then, pay a flat rate of only \$19.95 a month to enjoy easy access to the Internet right on your TV.*

If you haven't already tried WebTV for yourself, it's important that you visit your local consumer electronics store and try out WebTV now for two big reasons.

1) You can find out immediately if you have the winning number to a \$10,000 Cash Grand Prize in the WebTV Instant Win Sweepstakes, and...

2) When you buy your WebTV Internet Terminal before August 31, 1997, we'll send you the optional WebTV Wireless Keyboard worth up to \$79, FREE!

But ultimately, the best reason of all to subscribe to WebTV is that it opens up new worlds of entertainment, information and fun like nothing else can. With easy access to the Internet on your TV, you can visit thousands of fascinating web sites, quickly research almost any topic, person, place or thing that catches your fancy, even send and receive e-mail with people across the street or across the ocean.

(continued on back)

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WebTV™ Try-It-Yourself Instructions & Instant Win Sweepstakes Entry Card

Your Personal
Identification Code:

<12345-67-8910>

Is this the winning
number to a \$10,000
Cash Grand Prize?
There's only one way
to find out!

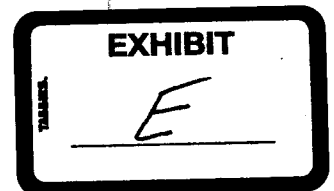


<Mr. Direct Partner
910 Colorado Avenue
Santa Monica, CA 90401>

Here are the names
of two consumer
electronics stores
in your area:

<Acme Electronics
200 Big Street
City, State 23456
000-000-0000>

<Top Name
300 Main Street
City, State 34567
000-000-0000>



The Internet is one of the most important innovations of our time, and its incredible content should be readily available to anyone and everyone. With a WebTV Internet Terminal from Sony or Philips Magnavox and a low-cost subscription to WebTV*, it finally is.

Visit one of the consumer electronics stores listed to check out WebTV for yourself — and, of course, take your Personal Identification Code to find out on the spot if you've won \$10,000 in cash, or one of our other valuable prizes. (See sweepstakes rules for complete details.) It's fast, fun and easy! Stop in now and find out for yourself how exciting and easy WebTV is to use — and whether you're suddenly \$10,000 richer!

Sincerely,



Chip Herman
Vice President, Marketing

P.S. Remember, too, that when you buy a WebTV Internet Terminal and subscribe to the WebTV Network now, we'll send you the optional Wireless Keyboard absolutely FREE — a value of up to \$79!

NOTE: To receive your FREE Wireless Keyboard, you must call 1-800-627-3175 after you purchase and register your WebTV Internet Terminal. Then, give us your Personal Identification Code and your new WebTV e-mail address, and we'll send your Wireless Keyboard to you. Remember, this offer is only available from WebTV Networks, Inc. and is not valid at retail locations or in conjunction with any other offers.

WebTV™ Instant Win Sweepstakes Official Rules

No Purchase Necessary

How to enter: Bring the WebTV Sweepstakes Entry Card with your WebTV Personal Identification Code to one of the participating retailers for the WebTV Networks Demonstration. (Your letter has the names and addresses of local participating retailers.) Or, if you prefer, on a 3" x 5" plain card hand-print "WebTV™ Instant Win Sweepstakes" with your WebTV Personal Identification Code (which can be found on the WebTV Sweepstakes Entry Card), along with your name, address, city, state, zip code and daytime phone number, and mail your entry to: WebTV™ Instant Win Sweepstakes, P.O. Box 1998, Santa Monica, CA 90406-9814. All entries must be received by 12/31/97. No photocopied or mechanically reproduced entries will be accepted. Sponsor not responsible for lost, late, misdirected, illegible, incomplete or damaged entries, or postage-due mail or printer errors. **The random pre-selection** of the winning WebTV Personal Identification Codes will be conducted under the supervision of an independent judging organization whose decisions are final and binding. **Prizes:** One (1) Grand Prize: \$10,000 Cash. Five (5) First Prizes: \$2,500 Consumer Electronic Shopping Spree. Fifty (50) Second Prizes: WebTV Internet Terminal and 6 Months of Free WebTV Network Service (approximate retail value \$400). No cash substitution for first or second prize. **The prizes are not transferable. Payment of federal, state, and local taxes, if any, will be the obligation of the winners. Odds of winning 5,179 to 1. Grand prize winner, first prize winners, and second prize winners will be notified within 3 business days of how to claim their prize. Winners must provide their social security number and sign an affidavit of eligibility and release of liability/publicity which must be returned within 14 days after mailing to the winner. On acceptance of prize, winner grants sponsor permission to use his or her name, address, biographical data and photograph or likeness for any promotional purposes without additional compensation, to the extent permitted by law. Unclaimed prizes will not be awarded. In the event more prizes than those designated herein are claimed, a random drawing from among all valid claims will be held to award the prizes set forth above. Any winner agrees that WebTV Networks, Inc., its judging organization, and their respective affiliates and employees shall have no liability in connection with the acceptance, quality or use of Prizes. **Entry** into the WebTV Instant Win Sweepstakes constitutes acceptance of Official Rules. Void where prohibited. **All entries** become the exclusive property of WebTV Networks, Inc. and will not be returned. Information provided by entrants may be used for such purposes as WebTV Networks, Inc. may deem appropriate. **For a winner's list,** send a self-addressed, stamped envelope before 12/31/97 to: WebTV™ Instant Win Sweepstakes, P.O. Box 1998, Santa Monica, CA 90406-9814. **Do not send other correspondence to this box number.** **Eligibility:** Sweepstakes open to residents of the 50 U.S. states and the District of Columbia only, 21 years and older to whom this mailing is addressed. Employees of WebTV Networks Inc., its affiliated companies and agencies and members of immediate families or households of such employees are not eligible.**

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* WebTV Network service is not available as a local call everywhere. Toll charges may apply.

INSTRUCTIONS: Take this card to one of the two stores listed, and locate the store's WebTV display. Use the WebTV Remote Control or optional Wireless Keyboard to begin your Internet adventure.

1. To get started, hit the "Home" button on the WebTV remote.
2. Using the center button and arrows on the remote control, highlight the "Explore™" icon and "click" on the remote's center button. Now, using the arrows, find a category that interests you and surf away. Or check out what's happening in your city by clicking on "Around Town™" from the Home page.
3. To see if you've won \$10,000, hit the "Options" button on the remote control. Then highlight the "go to" box and click on the center button twice to activate the WebTV on-screen keyboard. Using the arrows and center button type in "webtwin" (w, "center button," e, "center button," and so on), or use the optional Wireless Keyboard. Finally, click on the return key and WebTV will take you to the WebTV Instant Win Sweepstakes site. Follow the instructions to see if you're a winner.

ONE LAST THING: If your store does not feature a display or is unable to offer assistance, please call the WebTV Help Line, 1-800-GO-WEBTV, for assistance.

† Around Town™ is not available in all cities.