

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

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CONFIDENTIAL

Subject: BA Proposal

BA Proposal from MS

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)

REDACTED

- 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 agreement

- 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 Front 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)

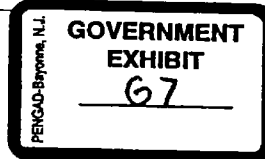
1-9k \$4.70 per browser
5M+ \$3.80

HIGHLY CONFIDENTIAL

NOTE: All numbers are approximate.

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