

**Get ready to
turn your TV
into a post office,
newspaper, library,
shopping cart and rocket ship.**

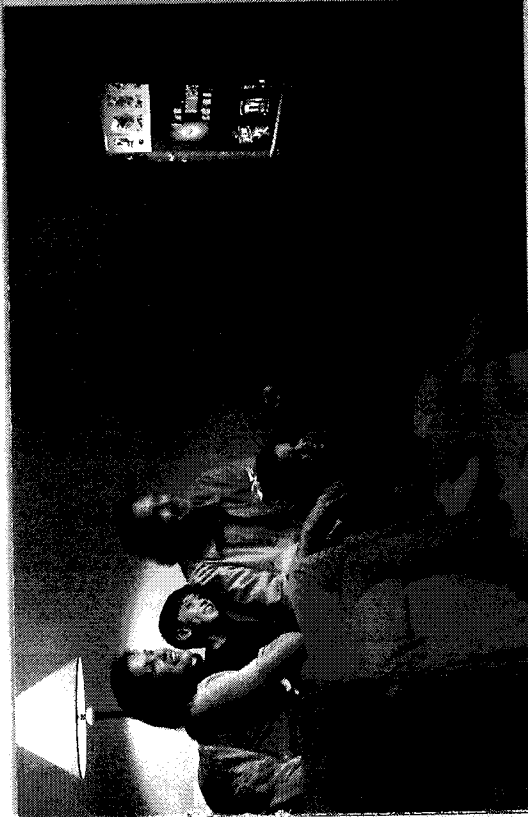
START

EXHIBIT

TALKER
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And turn yourself into a web surfer in about 15 minutes with WebTV.TM

Your TV isn't just a TV anymore. It's about to have an exciting new life as a post office, international communications center, research library, shopping cart, rocket ship and more. And you're about to get more – much more – out of your TV than ever before. More entertainment. More information. More control. More fun! Because now you can use your TV to easily access a dazzling array of information found on the Internet.



Enjoy immediate access to in-depth information on any subject you can imagine.

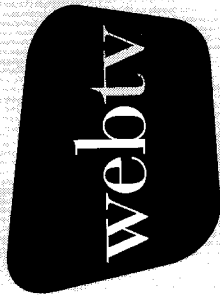
Say you read a magazine ad about a product or place you're interested in knowing more about. At the bottom of the ad is a www address. Now you can visit that web site on your TV and find out everything you need to know.* Or you're watching a baseball game and want to check a player's current stats. With the touch of a button, you can switch to the Internet and uncover a wealth of information in just moments. With WebTV, the possibilities are endless!

Use your TV to access the Internet – without a computer or computer skills.

With WebTV, anyone can access the Internet without a computer or any computer experience at all. Now all you need is a TV, your current phone line, a WebTV Internet Terminal from Sony or Phillips Magnavox and a flat \$19.95 per-month subscription to the WebTV Network™.** It takes most people about 15 minutes to get set up and connected. Then, you're ready to surf the Internet as easily as you surf the channels on your TV.

With WebTV, you can surf the net on your set.

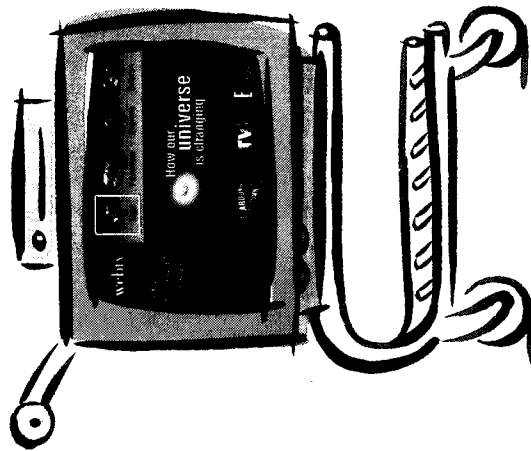
Now you can quickly, easily and affordably access the incredible content of the Internet right on your TV. Think about it. You can research your hobby. Send and receive e-mail worldwide. Chat online with other browsers. Follow big news stories. Find a great vacation spot or spa – then make your reservations right on your TV. The Internet isn't off-limits anymore – you can explore it on your television!



See the enclosed WebTV Demonstration Card for the addresses of two consumer electronics stores in your area – and to find your WebTV Personal Identification Code. Be sure to bring the card along when you visit the store. Then, see for yourself how easy and fun WebTV is to use – and find out instantly if you've got the winning number to \$10,000 in cash or to one of the other great prizes in the WebTV Instant Win Sweepstakes!

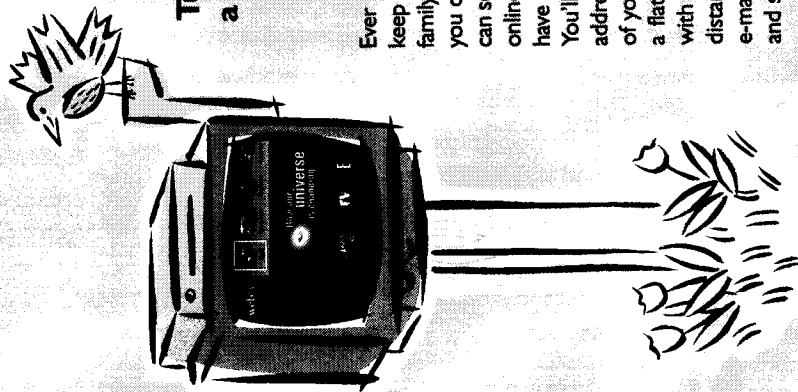
Your TV makes a great shopping cart for online savings and convenience.

Discover the convenience of using WebTV to shop for everything from travel bargains to hit CDs to sports equipment to furniture and more. Plus, use the Internet to research a product by checking out consumer report information before you spend a penny. WebTV also makes it easy and fun to find new vacation destinations. You can pull up pictures and information on cities, resorts, even hotel rooms. Then, you can make your travel and room reservations online!



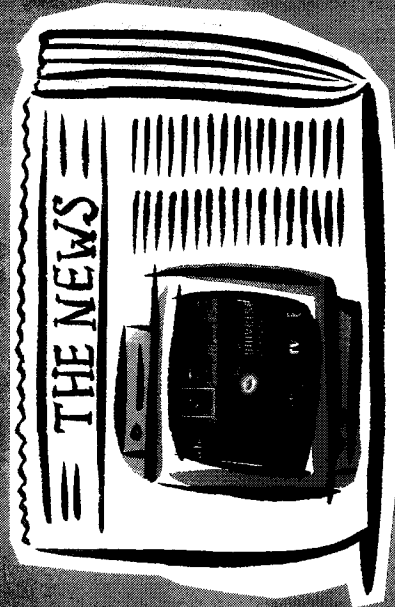
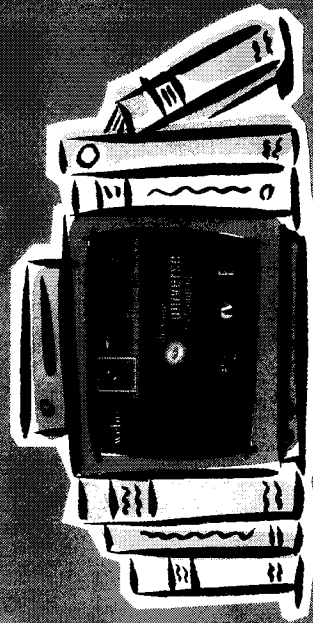
Turn your TV into a post office when you send and receive e-mail.

Ever think you'd use your TV to keep in touch with friends and family around the world? Now you can. With WebTV e-mail, you can send a letter to almost anyone online anywhere in the world and have it delivered within moments. You'll even get six separate e-mail addresses for different members of your household. And you'll pay a flat fee of just \$19.95 a month with no extra charges for long distance e-mail.** With WebTV e-mail, you'll enjoy spontaneity and savings!



There's no encyclopedia on earth that holds the amount and variety of information you can find on the Internet. Use WebTV's Explore™ feature to easily browse the World Wide Web's most fascinating sites. Or look up almost any person, place or thing by typing in a few keywords or phrases — the Search feature makes it easy. Find everything from last night's Top 10 list on the David Letterman show to a street map of Paris, to photos of homes for sale in New York or San Francisco. Research your family name, a medical condition or learn more about your favorite movie cast — WebTV has something for everyone.

Watch your TV become
a world-class research library.



When you want to know what's happening in your neighborhood (or in anyone else's neighborhood), the very best place to turn is WebTV. In WebTV's exclusive "Around Town™", you'll find everything from the 5-day forecast to the scoop on where hit movies are playing to job opportunities and more. You can also use WebTV to read a wide variety of online magazines, newspapers and periodicals. Even chat with others and share opinions on political issues, news stories or whatever else is on your mind with people all over the world. A flat rate of just \$19.95 a month* turns your TV into an international newstand that's open 24 hours a day.

Expand. Expand.
Read all about it
on your TV — the
world's greatest
newstand!

Now surfing the net is as easy as changing the channels on your TV!

You don't have to be a "computer person" to access the Internet anymore. In fact, you don't need any computer skills or experience at all. With WebTV, surfing the net is as easy as surfing the channels on your TV. And you've been doing that for years! You can do it easily with the WebTV Remote Control or optional Wireless Keyboard. And with WebTV, you can surf the net from the comfort of your couch or favorite chair!



Get The Optional Wireless Keyboard FREE When You Purchase And Register A WebTV™ Internet Terminal By August 31, 1997.

It's up to a \$79 value, but this convenient optional Wireless Keyboard is yours FREE when you buy a WebTV Internet Terminal from Philips Magnavox or Sony. It's also a great way to compose your e-mail. Take advantage of this valuable extra before this special offer ends! 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 new e-mail address, and we'll send your Wireless Keyboard to you. This exclusive offer from WebTV Networks, Inc. is not valid at retail or in conjunction with any other offers.

Check out WebTV™ for yourself at your local consumer electronics store.

Find out if you have the winning number to the \$10,000 Grand Prize!

You've already been assigned a number — and it may be the winning one to \$10,000 in cash. To find out, go to the consumer electronics store in your area (you'll find the names and addresses of two on the Demonstration Card enclosed), try WebTV for yourself — and find out instantly if you've won \$10,000 in cash, a \$2,500 consumer electronics shopping spree or a FREE WebTV Internet Terminal with six months free WebTV Network service. But to find out, you must go in and try WebTV for yourself! (See the back of this brochure for complete details.)

