Privilege Material Redacted

-Original Message

Laura Jennings From:

Monday, February 16, 1998 4,20 PM Sent:

Jim Allchin (Exchange), Bill Gates, Moshe Dunie, Steve Ballmer; Paul Maritz; Joachim Kempin To:

Brad Chase, Bill Veghte; Pete Higgins; Mike Delman RE: Win98 Scheddule Update

Subject:

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GOVERNMENT

We also put a quicklink to Hotmail in IE.

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Other problems not solved by these specific changes:

Simplifying the user experience-current POR is that there will still be 3 icons on the desktop which sign Win98

customers up for internet access, in addition to whatever the OEM puts there

Demand creation - adding the ICW to the welcome experience should help drive up the % of new internet sign-ups which originate from Windows. This is good but may not be enough. Right now it looks like roughly 25% of all new sign-ups originate from Windows (vs. diskettes and other ISP sign-up vehicles) and we may need to put additional marketing force behind this to dramatically increase our pulling power here. We don't have enough data to tell vet. OEM strategy - there's a lot of thinking going on right now about how we can best work with OEMs. A SWAT team is going to go out and talk with key OEMs this week and next, but the working group didn't have a firm plan before I left last week.

-Original Message-

From:

Jim Allchin (Exchange) Sunday, February 15, 1998 9:03 PM Sent:

Bill Gates, Moshe Dunie; Steve Ballmer: Paul Maritz; Joachim Kempin Brad Chase; Bill Veghte; Pete Higgins; Laura Jennings To: Cc:

Subject: RE. Win98 Scheddule Update

If this isn't the case, then I need to know It is my understanding that everyone has agreed on our current path. immediately

thanks

-Original Message-From:

Bill Gates

Sent: Saturday, February 14, 1998 6.22 PM
To: Moshe Dunie, Steve Ballmer; Paul Mantz; Joachim Kempin
Cc: Jim Allchin (Exchange), Brad Chase; Bill Veghte, Pete Higgins; Laura Jennings
Subject: RE Win98 Scheddule Update

I hope everyone is agreed on the registration/signup/hotmail/MSN issues - these are the areas i know where we would hold up the product unless we have a clear plan that supports our objectives.

-Onginal Message

Moshe Dunie

Saturday, February 14, 1998 4 36 PM To: Bill Gates: Steve Ballmer: Paul Mantz: Joachim Kempin Cc: Jim Allchin (Exchange): Brad Chase: Bill Veghte Subject: Win98 Scheddule Update

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Moshe

From:

Jim Allchin (Exchange)

Sent:

Monday, February 23, 1998 7 02 PM

To: Cc: Tina Brusca (Exchange) Brad Chase; Paul Maritz

Subject:

FW: Win98 Scheddule Update

Tina, can you please try and get bill, paul, joachimk, paul, and lauraj for the Wednesday noon meeting?

If this can't happen, then paul, we're going to have to block out some time at the exec retreat. Do you think this is possible? Can you talk to bill about it? This issue is complicated enough with several conflicting objectives that we will have meet to work this through. We have no time to wait a week.

thanks. иm

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From:

Sent: To:

ge----Rodney Vieira Finday, February 20, 1998 9:06 AM Brad Chase, Joachim Kempin RE Win98 Scheddule Update

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we obviousily can't move on the briefing until we have a unified ms message.

also, the icw/referral server meeting with jimall is on wednesday the 25th from 12-1:00. I was going to try to get laura to go, as well, can we conference you in? can you make it?

Rodney

Privilege Material Redacted

PRIVILEGED MATERIAL REDACTED

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Original Message—— Om: Jim Allchin (Exchange) Int: Sunday, February 15, 1998 9:03 PM From:

MS98 0114751 CONFIDENTIAL

To: Bill Gates, Moshe Dunie, Steve Ballmer, Paul Maritz; Joachim Kempin Cc: Brad Chase, Bill Veghte, Pete Higgins; Laura Jennings Subject: RE, Win98 Scheddule Update

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thanks, jim

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Mosne Dunie Saturday, February 14, 1998 4:36 PM Bill Gates; Steve Ballmer; Paul Maritz; Joachim Kempin Jim Allchin (Exchange); Brad Chase; Bill Veghte Win98 Scheddule Update To:

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Moshe

From:

Paul Maritz

Sent:

Tuesday, February 24, 1998 9 25 AM

To:

Jim Allchin (Exchange), Tina Brusca (Exchange)

Cc:

Brad Chase: Kay Barber-Eck

RE. Win98 Scheddule Update Subject:

We will have to do when we can - if not on Wednesday then at the retreat. Tina - what is possible?

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Sent:

Monday, February 23, 1998 7 02 PM

To: Cc:

Tina Brusca (Exchange) Brad Chase, Paul Maritz

Subject:

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MS98 0114757 CONFIDENTIAL

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