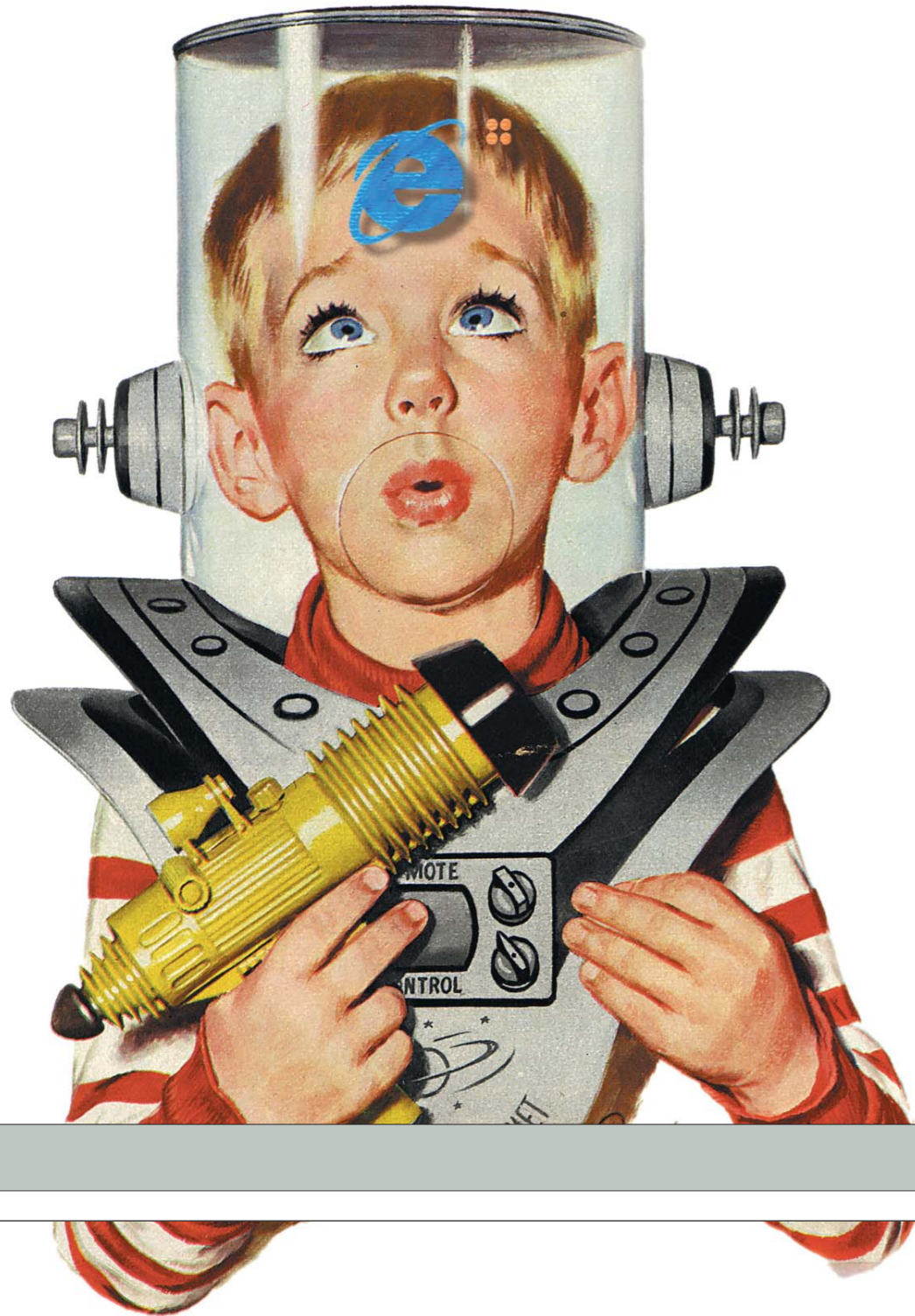




MICROSOFT INTERNET EXPLORER 4 LOGO

ALTHOUGH I DON'T TAKE CREDIT FOR THE ORIGINAL INTERNET EXPLORER "E", I DO TAKE CREDIT FOR THE FOUR LITTLE ORANGE BRAILLE-TYPE DOTS THAT CAME TO REPRESENT VERSION 4.0 OF THIS VERY IMPORTANT BROWSER LAUNCH.

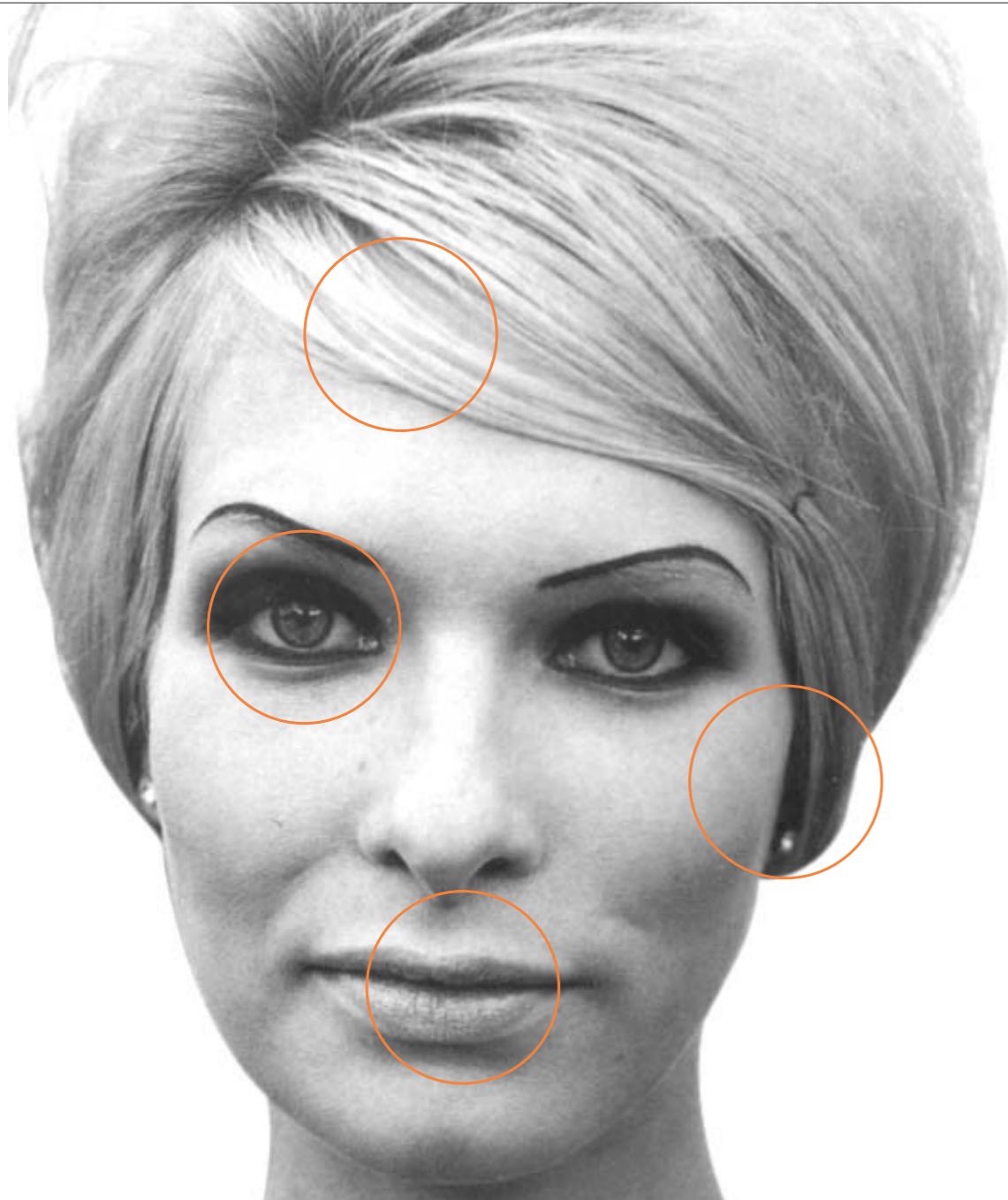


Set your browser to stun.

Where do you want to go today?™

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/

Microsoft



Look. Listen. Talk. Share.

Where do you want to go today?™

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/

Microsoft

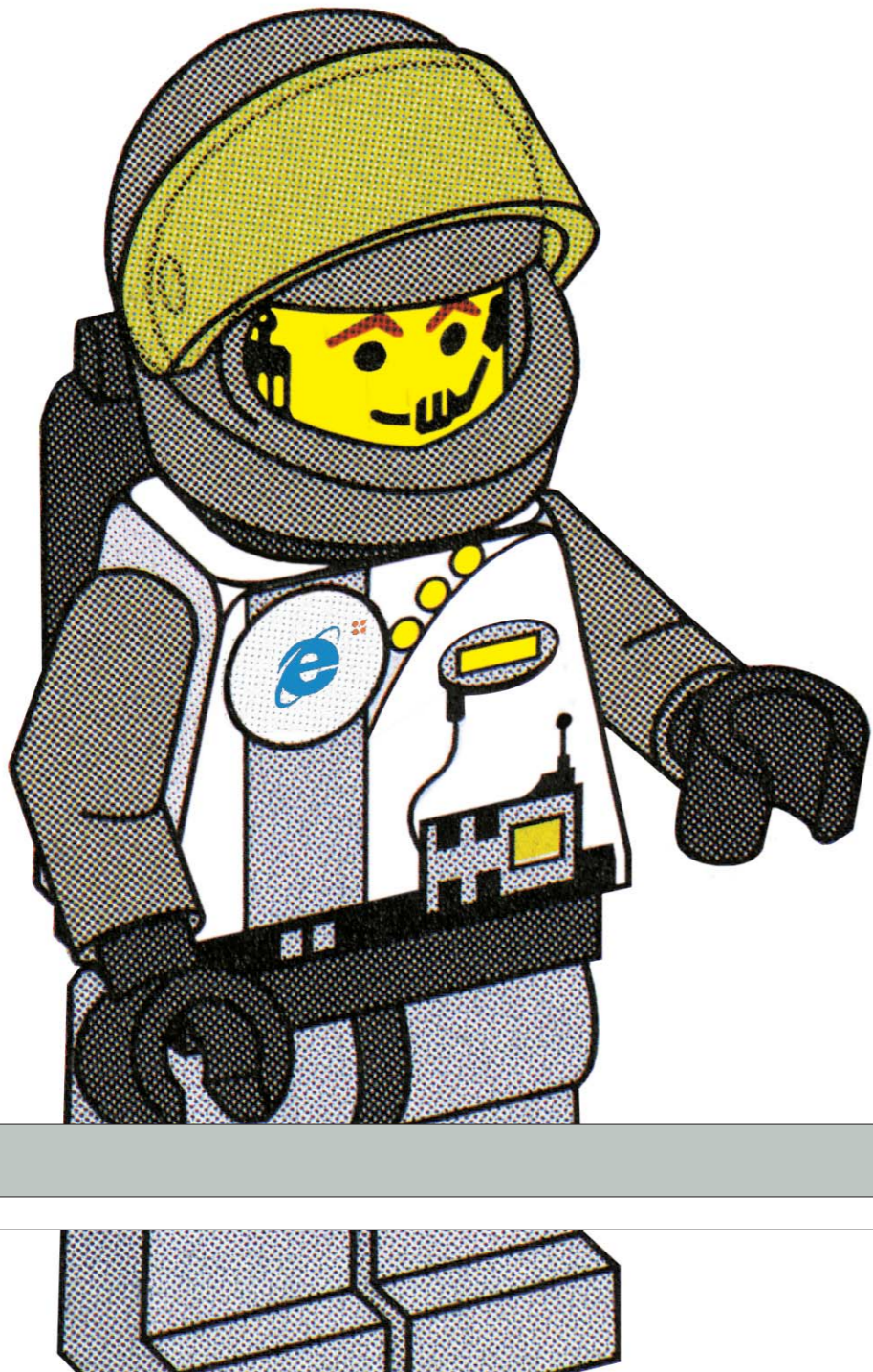


The Web the way you want it.

Where do you want to go today?™

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Microsoft



Other people just have access to the Internet.
They search for everything. You have control of
the Internet. You're ready for anything.

Where do you want to go today?™

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/

Microsoft



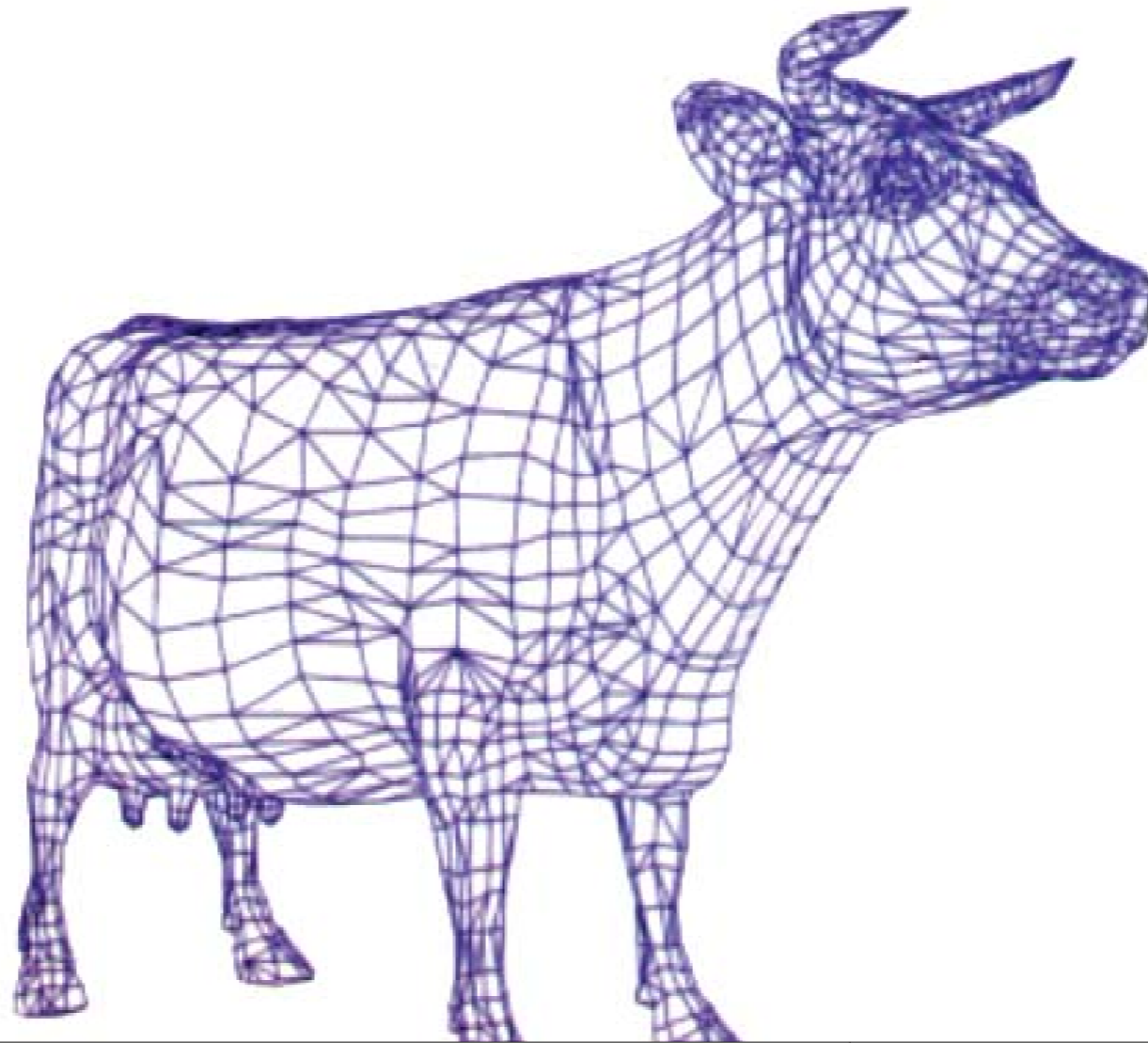
My browser can beat up your browser.

Where do you want to go today?™

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/

Microsoft

Domesticate the Internet.



Where do you want to go today?™

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/

Microsoft®



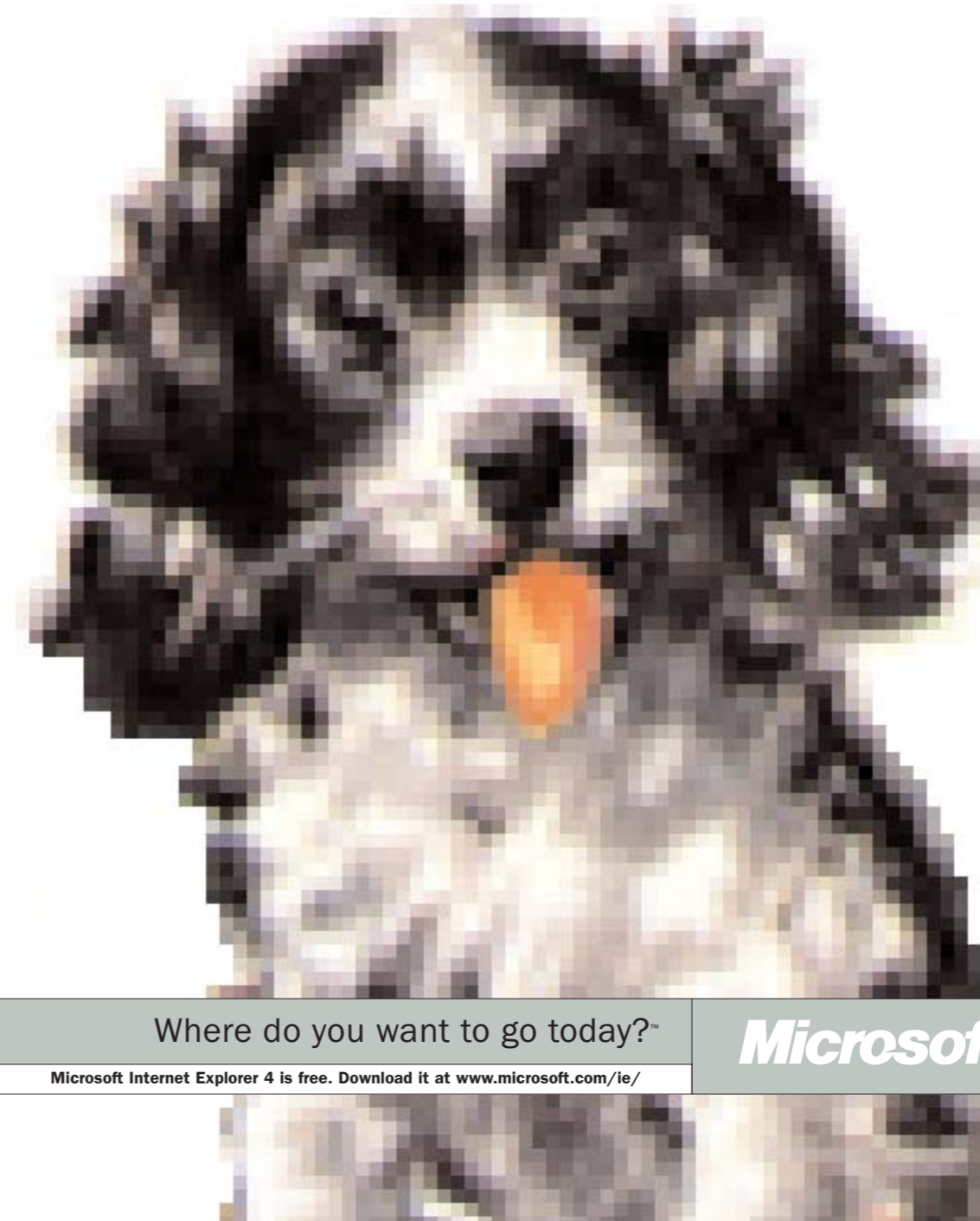
Find something cool on the Internet and
take it hostage.

Where do you want to go today?™

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/

Microsoft®

Microsoft Internet Explorer 4 sniffs the Internet for anything that smells like your socks, clamps it in its jaws, and drops it at your feet.



Where do you want to go today?™

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/

Microsoft



You never stop exploring.




Where do you want to go today?™

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/


Microsoft




LiveWired. The new **Active Channel** only through Microsoft Internet Explorer 4. Get the latest from the Wired world delivered to your desktop. See the latest news, video, and words from the new world. Global. Relevant. Engaging. And better than on time. Now!


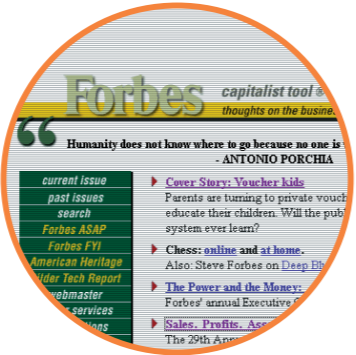


Where do you want to go today?-

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/







Forbes. The new **Active Channel** only through Microsoft Internet Explorer 4. Get Forbes Digital Tool for a comprehensive guide to business in the digital age. Hourly, daily, or monthly, Forbes gives you original reporting, noted guest columnists, and innovative databases for the business user. FYI ASAP on IE4.





Where do you want to go today?-

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/







MSNBC. The new **Active Channel** only through Microsoft Internet Explorer 4. The World's leading 24 hour Internet news service now delivers original, up-to-the-minute multimedia reporting in a personalized way. Headline news, stock ticker, sports scores. It can even be personalized to match the color of your socks.





Where do you want to go today?-

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/




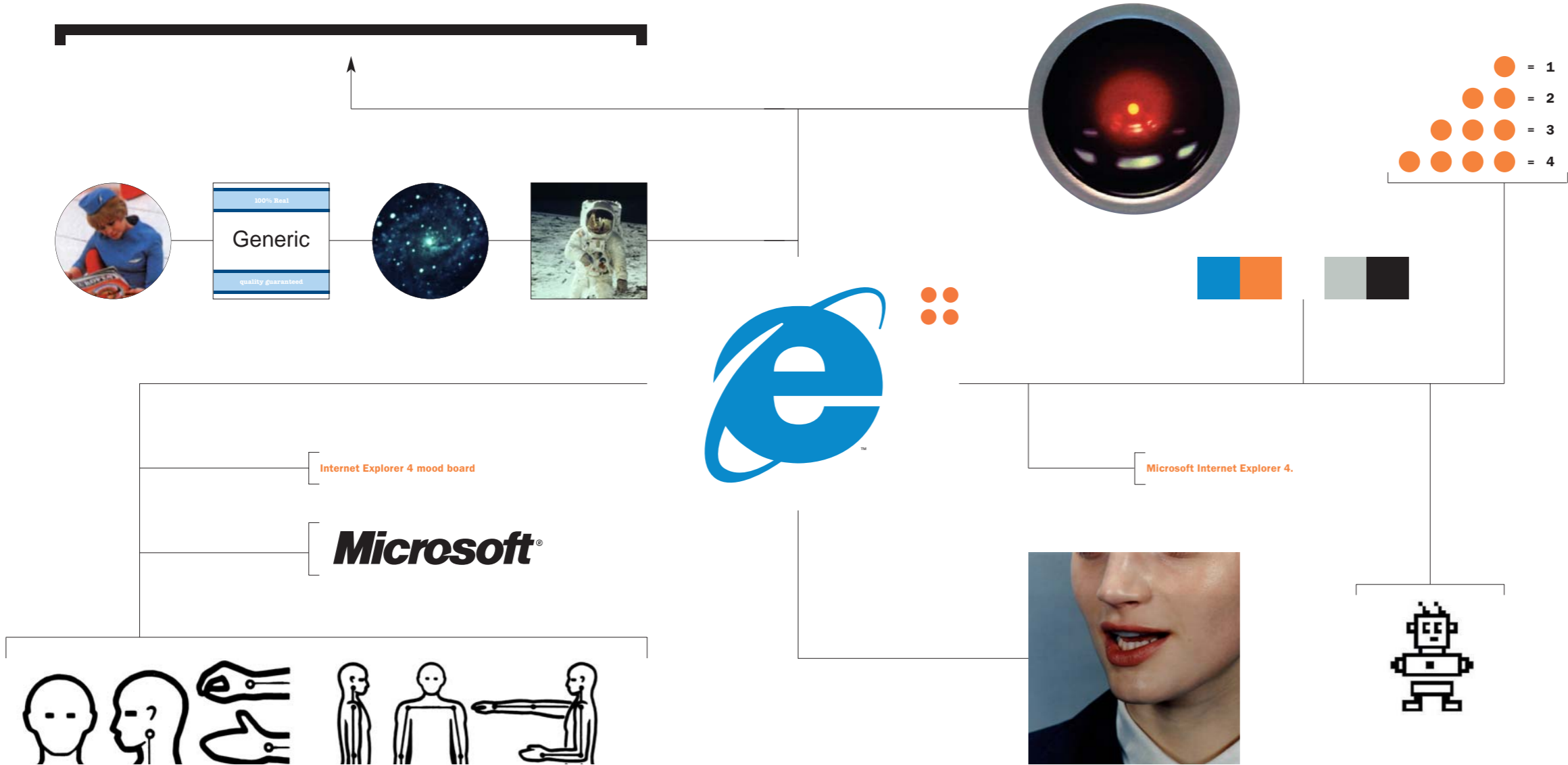

Daily Blast. The new **Active Channel** only through Microsoft Internet Explorer 4. Whistle while you work. Daily Blast gives you the latest and greatest entertainment delivered to you from Disney. It's great for kids. It's great for adults. It's a channel through IE4. And, it's Supercallfragillicexpealadocous!




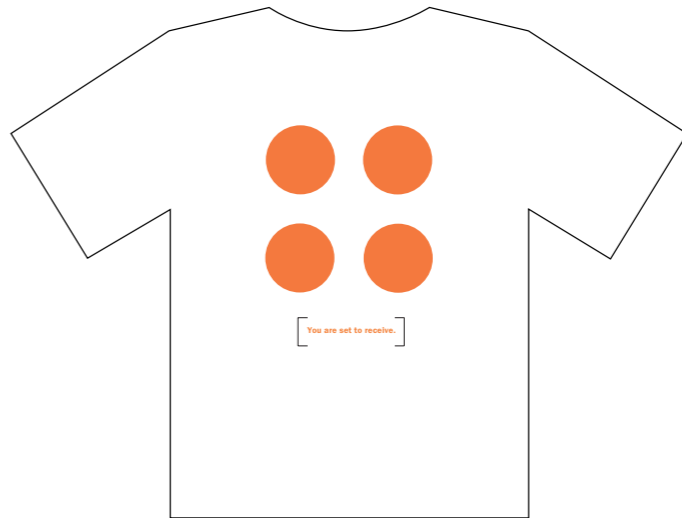
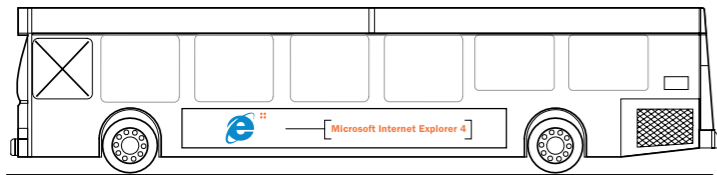
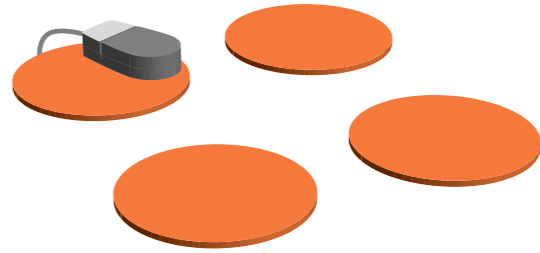
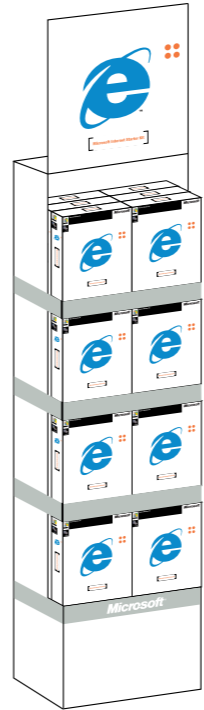
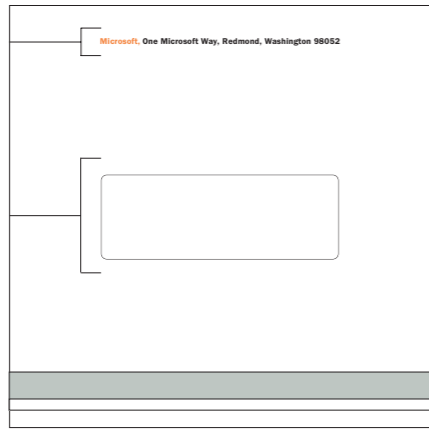
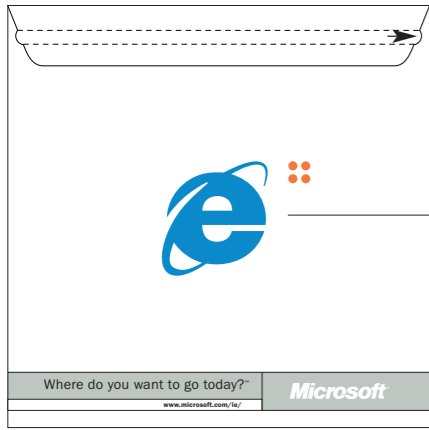
Where do you want to go today?-

Microsoft Internet Explorer 4 is free. Download it at www.microsoft.com/ie/



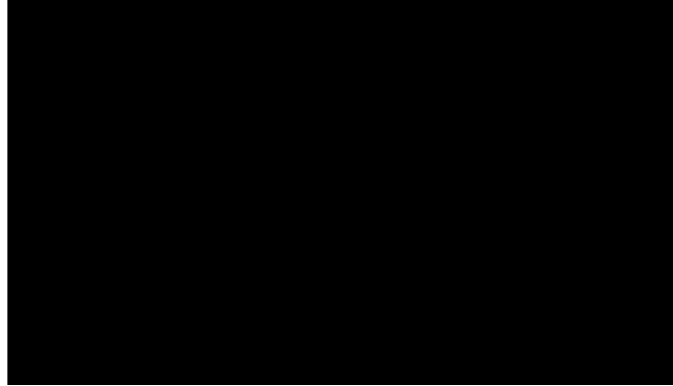


MICROSOFT INTERNET EXPLORER 4 MOOD BOARD
 I LOVE BOARDS LIKE THESE. THEY CAN QUICKLY COMMUNICATE SO MANY BRAND ATTRIBUTES AND GIVE THE LESS VISUALLY INCLINED A "WAY IN" TO A CERTAIN SOMETIMES-HARD-TO-COMPREHEND AESTHETIC.



MICROSOFT INTERNET EXPLORER EXTENSION ITEMS

THIS SHOWS SOME OF THE MANY DIFFERENT WAYS IN WHICH THE INTERNET EXPLORER 4 BRAND COULD BE LEVERAGED INTO DIFFERENT TYPES OF COOL PROMOTIONAL PRODUCTS. I THINK THE ORANGE DOT BACKPACK AND THE ROUND ORANGE MOUSEPAD ARE STANDOUTS. THE METALLIC SILVER PENCIL THAT USES THE SAME GRAPHIC DEVICE FEATURED IN THE PRINT ADS AIN'T THAT BAD EITHER.



STOA@JONSTOA.COM