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Microsoft Launches Site Builder Network and ActiveX Contest For Web Community at WorldWide Live!

Program Offers Information, Training, Support and Business Development; Contest Offers \$1.1 Million in Prizes

REDMOND, Wash., July 16, 1996 — Today at the WorldWide Live! Activating the Internet event, Microsoft Corp. announced the Site Builder Network, a new program that supports the efforts of Web teams to create interactive, revenue-generating, traffic-building and visually appealing Web sites, and the Activate the Internet Web site contest. The Site Builder Network will provide ongoing information, training, technology, support and business-development resources to designers, site producers, site planners, site administrators and developers.

"We are 100 percent committed to delivering the tools, support and business benefits to help this community build world-class Web sites," said Brad Chase, general manager in the Internet platform and tools division at Microsoft. "The Site Builder Network, one of several initiatives we are launching this summer, will provide the ongoing information, training and support that these development partners need."

Three Comprehensive Levels to Support Web Teams

The Site Builder Network was created for Web professionals and provides three levels of membership tailored to the growing and changing needs of Web teams:

- **Level 1.** Designed to make it easy for Web site builders to get information on Microsoft® and third-party technologies, Level 1 benefits include a dedicated Site Builder hot line, a list server, a free Mastering Internet Development CD-ROM (\$99 value), ability to earn revenue for their site's traffic, and, in the United States and Canada (excluding Quebec), entry into a weekly sweepstakes in which members can win a quad-Pentium® server (or a free year of T1 access); one winner will be chosen each week through Sept. 25, 1996.
- **Level 2.** Designed to support Web teams that are enhancing their sites with greater degrees of interactivity, Level 2 benefits include all Level 1 benefits, plus training discounts, access to dedicated technical support newsgroups, Web promotion services and entry in the Activate the Internet contest.
- **Level 3.** Intended to support Web designers and developers who are building high-traffic sites on the Internet or creating robust intranet solutions. Level 3 benefits include all Level 1 and Level 2 benefits, special Microsoft technology briefings and business development marketing opportunities awarded through participation in the Frequent Builder Program, such as case-study features on the Microsoft Web site, online referral registry, cooperative advertising opportunities, Microsoft Developer Network Enterprise subscription and more.

Industry Support for Site Builder Network

Microsoft is working closely with a number of industry partners to provide a richer program offering to members. Adobe Systems Inc. and Macromedia Inc. are contributing special software offers such as the Adobe Acrobat ActiveX Control and the Macromedia® Shockwave ActiveX Controls as well as ongoing benefits to Site Builder Network members.

"We are excited about working with Microsoft on its innovative Site Builder Network program," said John Kunze, senior vice president and general manager of the Internet division at Adobe. "By supporting the creative needs of Web developers with products like Adobe Acrobat and Adobe Photoshop, along with the technical advances in ActiveX Controls, Adobe and Microsoft can bring their cumulative expertise across a broad domain to the Internet."



"Macromedia looks forward to working closely with Microsoft on the Site Builder Network," said Joseph Ansanelli, director of Internet technologies at Macromedia. "Programs like this enable multimedia and Web developers to keep informed on all the new, exciting technologies that both Macromedia and Microsoft offer."

In addition, Microsoft is working closely with Submit It! Inc. and the Commonwealth Broadcast Network, providers of Web promotion services, to arrange additional marketing activities.

\$1.1 Million Activate the Internet Web Site Contest

The Site Builder Network is sponsoring the Activate the Internet Web site contest to spark competition among developers for the most creative and aesthetic uses of ActiveX technology in Web sites. The contest offers more than \$1 million in prizes, including a grand prize of \$100,000. In addition, 1,000 winners will each receive a \$1,000 shopping spree of Microsoft products. Sites will be judged on creativity, technology implementation, end-user impact, ease of use and how well the site reaches its objectives. Winners will be announced at Internet World in New York, Nov. 11-13.

Site Builder Workshop Site Provides Additional Information and Resources

Site Builder Network partners and other Web professionals can access a wealth of information about Microsoft's Internet tools and technologies from the new Site Builder Workshop (formerly called Internet Workshop), launched on June 26. The Site Builder Workshop provides extensive information on HTML authoring, site production, Web design, development with ActiveX and much more. In the coming months, the site will expand to include a library of detailed technical articles on a multitude of Internet technologies and products, sample code from actual Web sites, newsletters written by industry experts, third-party tools and extensive Java documentation, and many other valuable resources. For additional information on the Site Builder Workshop, visit <http://msdn.microsoft.com/workshop/>.

Pricing and Availability

The Site Builder Network Levels 1 and 2 are free of charge. Pricing for Level 3 is \$2,500. For more details, visit the Site Builder Network Web site at <http://microsoft.com/sitebuilder/>.

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day.

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