



## **Sympatico with MSN Premium at a Glance**

MSN Premium is Microsoft's all-in-one premium Internet software designed to meet the security and communication needs of multi-user households and broadband-connected Canadians.

Built on advanced Microsoft technology, MSN Premium is designed to let Canadians do online what they care about most, bringing it all together in one place to help them be more efficient, have more fun and get the most out of the Internet.

### **Sympatico Products and Services**

Sympatico, Canada's leading ISP with more than 2.4 million subscribers, offers a variety of Internet access products ranging from dial-up to a 4.0 meg High Speed Ultra, wireless home networking, exclusive-member only content to its ISP customers, as well as a range of valued-added services such as The Sympatico Music Store and Gamesmania.

Bell Canada is leveraging its extensive experience in providing communication services and its strong customer knowledge and relationships to offer Sympatico with MSN Premium with the same level of first-line, 24/7 support that customers have come to expect.

What's better about Sympatico with MSN Premium?

Sympatico with MSN Premium software was custom-designed to provide Sympatico ISP customers with the simplest and safest way to create the ideal Internet environment. It offers many features, including:

#### *Persistent Protection*

Help stop spam and pop-ups in their tracks, and open e-mail without worrying about viruses or hacker attacks that can seriously damage computers. There's no need to worry about children either with Parental Controls. Features include:

#### **PC Wide Desktop Anti-virus and Firewall**

Take the concern out of going online by protecting PCs from virus and hacker attacks. Desktop Anti-virus and Firewall services will be provided through Bell Canada's partnership with ZeroKnowledge and will be included as part of an integrated install with Sympatico with MSN Premium.

### **Automatic E-mail Scanning and Cleaning**

Sympatico with MSN Premium technology automatically scans each message for known viruses while the messages are still on the incoming e-mail server. If a virus is detected, the message and attachment are cleaned automatically before they reach user's inbox or machine.

### **Multi-level Junk E-mail Protection**

Make sure junk e-mail goes where it belongs – straight into the recycle bin. Sympatico with MSN Premium delivers multi-level junk e-mail protection, including Microsoft SmartScreen Spam Filtering Technology. This puts customers in control of deciding the level of filtering applied: classify e-mail as junk, have all junk e-mail seamlessly and unobtrusively reported to MSN, or report it individually.

### **Parental Controls**

Sympatico with MSN Premium includes powerful parental controls that improve peace of mind whenever children surf the Web or use e-mail. Parents can easily limit access to sites as well as control e-mail and MSN Messenger contacts.

### **Advanced Communications**

Enjoy and manage multiple accounts, gain extensive storage capabilities, access and update calendars and address books from anywhere. Features include:

#### **Multiple accounts with extensive storage**

Sympatico with MSN Premium helps customers get the whole family online by delivering a total of 11 accounts for each subscription. The primary e-mail inbox includes a generous 25 MB of storage space and support for attachment sizes of up to 10 MB. Secondary accounts include 10 MB of storage and support for 3 MB attachments.

#### **Sympatico Mail inbox, calendar and address book**

Enjoy more-advanced functionality with personal information management tools that enable users to access and create folders and subfolders for offline e-mail storage and more efficiently manage and organize appointments and contacts. Customers also can get e-mail, calendar and address book access virtually anywhere there is an Internet connection.

#### **Management of multiple e-mail accounts with Sympatico mail enhanced by MSN**

With Sympatico mail enhanced with MSN, customers can easily manage multiple MSN and MSN Hotmail® accounts within the mail interface without having to log into or out of each individual account.

**Microsoft Office Outlook Connector for MSN**

The new Outlook Connector for MSN allows consumers to use Outlook XP or Outlook 2003 to manage e-mail, calendar, address book and other information stored in an MSN or MSN Hotmail account. Customers can save time by seamlessly managing personal and professional information in one place with a variety of views.

**Enjoying Digital Life**

Sympatico with MSN Premium provides features that help Canadians enjoy all the convenience and personalization of a digital lifestyle. Features include:

**Messenger Photo Swap**

Instantly share favourite digital photos and chat about them in real time with friends. Unlike other services such as video and audio messaging, Sympatico with MSN Premium subscribers can send photos with Photo Swap to anyone with Messenger.

**MSN Encarta Premium**

From helping with kids' homework to using as a handy family reference tool – MSN Encarta Premium is the complete multimedia library, homework tutor and reference tool.

**Photo E-Mail**

Sympatico with MSN Premium customers can easily share their digital pictures with friends and family through MSN Mail, MSN Messenger and MSN Groups. Customers can use MSN Designer E-Mail to create content-rich e-mail messages and photo albums that can include photos, stationery and titles, using efficient compression techniques to minimize size.

**Photos Plus**

View, organize, store, edit, create and share photos with friends and family. Picture It!® Library 9 helps customers easily locate, organize and view all digital photos. MSN Photo Story Lite allows users of Windows® XP to add a fabulous finish to photos by creating rich multimedia slide shows that can be shared easily in e-mail or posted on MSN Groups sites.



### **Sympatico.MSN.ca Portal at a Glance**

Bell Canada's Internet service provider Sympatico has joined forces with MSN Canada to deliver an unprecedented suite of powerful services through the new co-branded portal Sympatico.MSN.ca.

#### **A Sympatico.MSN.ca for all Online Canadians**

The new, fully bilingual and nationally relevant portal has been created to provide all of the latest tools, information and features that Canadians are looking for from the Internet. From MSN Premium software and MSN Hotmail to the richest, most comprehensive online experience, the new Sympatico.MSN.ca portal is expected to gain instant popularity with online Canadians seeking the ultimate Internet experience.

#### **A Customized Portal for Sympatico ISP Subscribers**

Customized versions of Sympatico.MSN.ca, with exclusive subscriber-only content, will continue to provide an extra richness to Sympatico ISP customers. Sympatico.MSN.ca features new user interfaces that enable customers to share, learn, access information and personalize content services to match each user's individual preferences. Each member of the family can create a simpler and more personal version of their Internet experience.

#### **An Expanding World of Online Content**

News, entertainment, sports, games, kids and the high speed zone—these are the sections that represent major enhancements in features and content; enhancements that could only be achieved by MSN.ca and Sympatico.ca working together.

#### **News, Weather, Sports**

Get a variety of broadband content and perspectives on local or global news events, sports and weather from many of Canada's leading news providers including CBC/Radio Canada, Globe and Mail and Canadian Press.

### **Entertainment**

Enjoy a one-stop showplace for movie information, previews and trailers, local movie listings, TV information, and the Sympatico Music Store and downloadable ring tones. Canada's up-and-coming artists are featured regularly, along with broadband broadcasts of all the latest celebrity interviews and gossip.

### **Health, Finance**

Find information on health and fitness, including answers to questions on drugs, disease prevention, and nutrition. Take advantage of a wealth of banking, insurance, investing, retirement and tax resources.

### **Maps, Directions, Travel (New)**

Get where you're going with a channel, new to Canada, that lets you locate addresses, attractions and driving directions. Book your travel plans online, find last-minute deals, get planning tips, plus rich background information on regions and countries.

### **Shopping, Autos**

Planning an online shopping trip? Find what you are looking for or discover great gift ideas. You can shop by item, by retailer or by category. Looking for a car? Research vehicles by make and model, find local dealers or access one of Canada's largest used car inventories.

### **Kids, Kids, Kids (New)**

For the age 7 and under set, there's a kid-friendly search engine, colouring, games, read-and-learn and lots of other family activities. Kids from 8 to 12 can explore art, games, music, movies, TV and much more from content partners including CBC, YTV, Family Channel, DiscoveryKids and Teletoon.

### **House & Home – Lifestyle**

In our Lifestyle and House & Home channels, you'll find a new tool that allows users to search recipes by cuisine, food type, what in you're fridge as well as wonderful ideas to maintain your home and manage a busy family life. Gardening, wedding planning, parenting, home renovation and nutrition are just some of the regular features.

### **High Speed Zone**

An entirely new channel, the High Speed Zone will offer all online Canadians all the concerts sporting events and streaming video that users have come to expect. Customers of Sympatico high-speed service will enjoy exclusive subscriber-only access to broadband content through Sympatico.MSN.ca. At launch, features will include celebrity interviews with Shania Twain and Avril Lavigne and "behind-the-scenes" features on movies such as the Making of Harry Potter, as well as an NHL Stanley Cup highlight package. Additional subscriber-only content will be featured regularly.

### **Improved E-mail and Communications Tools**

**Integrated** mail, messaging and calendar services from MSN provide fast and easy access to friends and family - anywhere and anytime.

**Sympatico Mail enhanced by MSN and MSN Hotmail** lets you send and receive e-mail messages by accessing your Hotmail account from any PC with Internet access. MSN Hotmail has close to 10 million active accounts in Canada.

**MSN Messenger** keeps you in touch with family and friends all over the globe as you chat, send photos, play games. With more than 12 million unique users each month, MSN Messenger is the leading IM application in Canada.

**My Page** offers your own customized page designed to let you add personalized content, change colours, add pages to suit your own needs and preferences.

**SayMail** brings you the latest in enhanced e-mail! Choose from the assortment of characters in our picture gallery or you can make your favourite photo speak your message by animating it to have, for example, the eyes and mouth of someone in the picture appear to move.



## ***Sympatico Mail enhanced by MSN at a Glance***

The introduction of the new Sympatico Mail enhanced by MSN means Sympatico ISP subscribers will have access to exciting new email features while allowing them to retain their sympatico.ca e-mail address.

Sympatico Mail enhanced by MSN will be available June 9 to all new Sympatico ISP customers and subscribers to Sympatico with MSN Premium. Later in 2004, Sympatico will begin offering existing ISP customers the option of migrating to the new e-mail platform.

### **What's better about Sympatico Mail enhanced by MSN?**

#### **Junk Mail Filtering and E-mail Virus Scanning**

Sympatico Mail users will enjoy five junk mail filter levels: Default, Enhanced and Exclusive, plus a Safe List and a Block Sender list that allows users to filter incoming e-mails before they get to the inbox. Users also get junk-mail reporting and ZeroKnowledge e-mail anti-virus tools.

#### **Increased Security**

MSN will provide POP and SMTP support so that customers can still access e-mail using an e-mail client like Outlook Express. Secure socket layer (SSL) protocol will ensure secure, encrypted transmission of data when sending or receiving e-mail.

#### **.Net Passport I.D.**

Users' e-mail address will now also be a .Net Passport I.D. which allows users to access MSN Messenger, log into Sympatico with MSN Premium and Passport-enabled sites (including Sympatico.MSN.ca, ebay.ca and many others) with their sympatico.ca e-mail address.

#### **Enhanced Web Access, More Tools, More Functionality**

Access to an improved Webmail User Interface based on the MSN Hotmail model allows users to easily preview new mail and junk mail and manage their mail experience from anywhere in the world.

The new Sympatico Mail enhanced by MSN experience provides the user with more tools and functionality to help them maximize the use of their e-mail service, including:

- A contact list that is easy to create and works seamlessly across Sympatico mail and MSN Messenger;
- New messages easily viewed within the 'Today' page;
- Links within the Webmail service to help the user manage their account;
- Rich text editing to customize e-mail;
- POP mail retrieval, allowing users to forward other e-mail to their personal e-mail account

### **More Storage Space**

Additional space is now available to all users, with 25 megabytes of storage space and the capability to handle up to 10-megabyte attachments. A storage meter will make users aware of how much storage space is remaining.



## MSN.CA Fact Sheet June 2004

**What:** Launched in 1996, MSN.CA has grown to become one of Canada's leading Web sites with close to 10 million unique visitors each month. For more than a year, MSN.CA has remained the number one Canadian site for reach and unique visitors (comScore Media Metrix Canada, Home/Work combined April 2004).

MSN.CA connects Canadians with everything they need from the Web on one personalized page, helping users simplify tasks, keep in touch, stay informed and make purchases by integrating online information and communications into their daily lives.

MSN.CA evolves to keep pace with the specific changing needs of the Canadian Internet user, bringing them easy to use services in both French and English that help them get the most out of their time online.

**Services:** **MSN Hotmail** offers free Web-based e-mail accounts, in 15 languages, accessible from any PC connected to the Internet. With more than 170 million active accounts worldwide, including over 13 million unique visitors in Canada, MSN Hotmail is the most popular email service in the world (comScore Media Metrix Canada, Home/Work combined April 2004).

**MSN Messenger Service** is changing the way Canadians communicate via the Web by giving them the freedom to instantly connect with the people who are important to them in real-time. With close to 12 million unique users each month, MSN Messenger is the leading IM application in Canada (comScore Media Metrix Canada, Home/Work combined April 2004).

**MSN Premium** is Microsoft's all-in-one Internet software subscription service that provides a better online experience for Canadians and their families. Built on advanced Microsoft technology, MSN Premium lets Canadians protect better, browse better, communicate better, learn, plan and create better. MSN Premium includes advanced parental controls, virus protection, flexible spam filters, shared browsing, MSN Photos Plus and creative email functionality – colour, graphics, special effects, photo editing in one convenient package.

**MSN Extra Storage** is a premium service tailored to meet the needs of the active Internet user. In addition to their existing free storage and services, Canadians can purchase MSN Extra Storage for MSN Hotmail and MSN Communities and receive a total of 10MB of MSN Hotmail storage space, 30MB of MSN Communities storage space, and the ability to send and receive attachments of up to 1.5MB. With five times more email storage, Canadians will be able to keep important email messages and store more photos and attachments. With MSN Extra Storage, customers do not have to sign in every 30 days to ensure their Hotmail account stays active.

**MSN Search** combines powerful search technologies with a Canadian human editor, giving people the power of the most advanced searches without the complexity. Searching is faster as results are presented in an understandable, easy-to-read format designed to quickly connect people with the most relevant Canadian answers to their queries.

**MSN Shopping** remains one of Canada's most popular retail Web sites with close to 800,000 unique monthly visitors (comScore Media Metrix Canada, Home/Work combined April 2004). MSN Shopping lets Canadian shoppers easily connect, price compare and purchase online. It makes it simple for consumers to find what they want and buy at the best price from a range of top Internet-enabled retailers. MSN Shopping provides advanced search and comparison-shopping tools and privacy and security features to make every visit efficient and enjoyable.

**MSN Money** is a complete personal finance resource designed to help Canadians manage their money and easily handle all of their financial activities in one place on the Web. The free service features exclusive market news, easy-to-use tools and a wealth of current information to empower everyone - from the household money manager to the savviest investor.

**MSN Mobile** brings MSN.CA's online information and services to Canadians anywhere, anytime to their mobile devices, letting them stay in touch with the people and information that is most important to them – with just a few simple clicks. Its host of customizable services spans notification of news headlines, sports scores and stock information, as well as the ability to send and receive email.

**MSN Autos** is one of the most visited online automotive destinations in Canada, with close to 700,000 unique monthly visitors. The bilingual site is an independent, all-makes, all-models resource that provides Canadians with the broadest range of services to find a vehicle they love at a price they can afford. With information from product reviews and surround videos to new- and used-vehicle-buying services, visitors can research, compare vehicles, select or configure the vehicle they want to purchase, and receive detailed information from the MSN Autos network of Canadian dealers across the country (comScore Media Metrix Canada, Home/Work combined February 2004).

**Other Services:** Offering up-to-the-minute travel information from Expedia.ca, the latest stock quotes and more, MSN.CA helps Canadians have a more productive Web experience by bringing together a diverse range of Internet services in one place on the Web.

### **MSN International:**

#### **Key figures:**

- MSN offers a consumer portal in 38 markets and 18 languages
- More than 350 million unique users visit MSN each month worldwide
- The MSN Hotmail service has more than 170 million active accounts, making it the world's largest web-based email service
- More than 120 million customers worldwide log into the MSN Messenger instant messaging service each month
- There are more than 8.2 million MSN worldwide subscriptions
- MSN Mobile is available in 25 countries via more than 60 mobile carriers

### **About MSN.CA**

MSN.CA is a leading Canadian Web portal attracting close to 10 million\* unique visitors per month. MSN.CA's suite of online services provides Canadians with news, information, entertainment and a variety of communication tools including MSN Hotmail, a Web-based e-mail service, and MSN Messenger, Canada's leading instant messaging service\*\*. The most useful and innovative online service today, MSN.CA brings consumers everything they need from the Web to make the most of their time online through services such as MSN Premium. MSN.CA is located on the Web at [www.MSN.CA](http://www.MSN.CA).

\* comScore Media Metrix Canada, Home/Work combined April 2004

\*\* With more than 12 million unique users each month, MSN Messenger is the leading IM application in Canada (comScore Media Metrix Canada, Home/Work combined April 2004).

**About Microsoft Canada Co.**

Established in 1985, Microsoft Canada Co. is the Canadian subsidiary of Microsoft Corporation (Nasdaq "MSFT") the worldwide leader in software, services and Internet technologies for personal and business computing. Microsoft Canada provides nationwide sales, marketing, consulting and local support services in both French and English. Microsoft Canada is headquartered in Mississauga, with MSN.CA offices located in Toronto and eight regional offices across the country dedicated to empowering people through great software - any time, any place and on any device. Visit Microsoft Canada's Web site at [www.microsoft.ca](http://www.microsoft.ca).