

EARTHLINK, INC.
3100 New York Drive
Pasadena, CA 91107



John, try EarthLink for
3 months and I'll send
you a FREE Digital
Camera.

Sky Dayton
founder and Chairman, EarthLink



John Q. Sample
Test #7 New DM Creative PDC 1/2/01
EarthLink, Inc.
123 Main Street
Anytown, CA 98765

AWARD WINNING EARTHLINK™ 5.0



January 2000



PC Computing

February 2000



February 2000



July 2000



September 2000



GET A **FREE**
DIGITAL CAMERA.*

(FREE CD enclosed)

John, try EarthLink for
3 months and I'll send
you a FREE Digital
Camera.



SKY DAYTON
EARTHLINK FOUNDER

John Q. Sample
EarthLink, Inc.
123 Main Street
Anytown, CA 98765

Dear John Q. Sample,

You're going to enjoy the FREE digital camera I'm sending you.*

It's a cool gift whose value goes far beyond the \$99 it would cost in most stores.

You'll be able to email your pictures to friends and family right over the Net.

You can also use the camera to share family pictures, record your adventures with friends and even post your favorite snapshots directly to your Web site.

It's fun, exciting and it's FREE.

Even better, with EarthLink™ as your Internet provider, you'll get reliable, high-speed access to the Net with unequalled customer service - voted best by *PC Magazine*, *Mobile Computing*, *Money Magazine* and others.**

John, when you try EarthLink for 3 months we'll show you that the Internet can be easy, fast and fun again.

With over 5,000 local access numbers across the U.S. and Canada, we make busy signals virtually a thing of the past.

You'll get your own Personal Start Page™ which shows only those things you're interested in. Whether it's the latest news, sports, stock quotes, weather, personal reminders - anything at all - just log on and it pops-up on your screen.

You get your own Web page and our simple Click-N-Build Web page

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design application which makes it fast and easy to create and update your own personal Web site.

You also get a FREE subscription to bLink™, our exclusive bimonthly member magazine that keeps you up-to-date on all the best sites, newest software and latest technology to make surfing even more fun.

And if you ever need technical support, we're on call, 24 hours a day, 7 days a week - toll-free - to give you clear, fast, stress-free help. (You can also get quick, reliable and professional support via email.)

Yet with all of this - fast, more reliable service AND your FREE digital camera - EarthLink still costs less than what AOL and others charge. You've never had better reasons, and it's never been easier, to try EarthLink.

Simply pop the CD I've enclosed into your computer and follow the step-by-step instructions. Installation is a breeze. And you can keep all your favorite bookmarks and we'll even help you tell all of your online friends about your new email address.

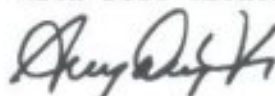
See for yourself. Try us for 3 months. After that, you can stop your EarthLink service whenever you like. Yet whatever you decide, the digital camera is yours to keep - FREE and with no further obligation.

So why wait? To get the best customer service, the fastest connections, fewer busy signals, a lower price - plus a FREE digital camera - pop in your CD and get started today.

In addition to our great dial-up service, we now also offer high-speed EarthLink DSL in over 50% of the U.S. To find out more about DSL service in your area, call 1-800-EARTHLINK and mention DSL promo code: DMDU30017.

I'm looking forward to providing you with fast, dependable, trouble-free service.

With best wishes,



Sky Dayton
Founder and Chairman, EarthLink

P.S. To see why CNET magazine awarded us its Editors' Choice for BEST ISP, pop in your free CD and follow the easy steps. (You can also call toll-free, 1.800.EARTHLINK. Just be sure to mention your registration code: 400059684 to get your FREE digital camera.)

* Camera is available for Windows 95 or higher computers only. Camera offer requires you to maintain your EarthLink Internet access membership at \$19.95 a month, for a minimum of three months. Camera is non-refundable, unless defective. EarthLink reserves the right to substitute another digital camera of equivalent specifications and value. Camera not shown to scale. Should you cancel your EarthLink membership within the first three months, you will be billed an \$89 cancellation fee. This offer is for new members only and only while supplies last. This offer cannot be redeemed in conjunction with any other offer. Valid with major credit card orders only. Please allow 7-10 business days for camera delivery upon camera type selection. Your camera will arrive via UPS free of charge. Camera requires: Pentium 133 or faster, USB port, 16MB memory, 200MB free hard disk space, CD-ROM and Windows 95 or higher. Offer ends May 31, 2001.

** CNET - Editors' Choice Award 2/00, PC World - World Class Award 7/00, PC Computing - Editor's A-List Picks 1/00, Money Magazine - Super Deal Award 2/00. ©2001 EarthLink, Inc. and Sprint Communications Company LP. Trademarks are property of their respective owners. EarthLink and EarthLink logo are trademarks of EarthLink, Inc. All rights reserved. Sprint and the Sprint logo are trademarks of Sprint Corporation. EarthLink, Inc. 3100 New York Drive, Pasadena, CA 91107.

YOUR EARTHLINK MEMBER BENEFITS:



High-Speed, Reliable Internet Access Unlimited, award-winning service with more high-speed access numbers per member than any other Internet provider. So, whether you're at home or on the road, busy signals are virtually a thing of the past.



Award-Winning Customer Service Voted best by *PC World*, *PC Computing*, *Mobile Computing*, *Money Magazine*, and *CNET*, our highest priority is your satisfaction.* Our friendly experts are here to help you 24 hours a day, 7 days a week toll-free. You also get superior online tech support and customer service via your own Personal Support Page.



Spam Protection With Earthlink's Spaminator™, our FREE, state-of-the-art service that blocks junk email before it reaches you.



Instant Messaging Keep in touch with your online buddies – even those still on AOL. With instant messaging you can chat in real-time and instantly trade photos, images, sounds and animation.



Your Own 6MB Web Page Our free Click-n-Build page software helps you build an incredible Web site about you, your family, your hobbies – whatever you want. It's easy and it's FREE.



Free subscription to *bLink*™ magazine This engaging bimonthly publication is filled with in-depth tutorials, quick tips, reviews, news, member profiles and much more.


* CNET - Editors' Choice Award 2/00, PC World - World Class Award 7/00, PC Computing - Editor's A-List Pick 1/00, Money Magazine - Super Deal Award 2/00. ©2001 EarthLink, Inc. and Sprint Communications Company LP. Trademarks are property of their respective owners. EarthLink and EarthLink logo are trademarks of EarthLink, Inc. All rights reserved. Sprint and the Sprint logo are trademarks of Sprint Corporation, EarthLink, Inc. 3100 New York Drive, Pasadena, CA 91107.

**To Try EARTHLINK and Receive Your FREE Digital Camera
Just Pop in the Enclosed CD and Follow the Easy Steps.**

You can also call toll-free, 1.800.EARTHLINK. Just be sure to mention your registration code: 400059684 to get your FREE Digital Camera.

A FREE DIGITAL CAMERA JUST FOR YOU.* (A \$99 value)



 **EarthLink**™ An Internet Partnership

 **Sprint**

WHAT THE EXPERTS SAY ABOUT EARTHLINK'S AWARD-WINNING SERVICE...



"EarthLink's software and service give Internet newbies, disgruntled AOLers and small businesses plenty of reason to consider an ISP switch."

- PC World Online



"The best of the big 4 ISPs, EarthLink offers just as much content as AOL, caters to a broader spectrum of the Net and costs \$2 less per month."

- CNET Magazine

FORTUNE

"... [EarthLink] is in a class that will redefine not only the way business is done but also how we shop, communicate, advertise, entertain ourselves, plan our lives and manage our finances."

- Fortune Magazine's "FORTUNE-50 Index"



"Based on customer satisfaction ratings in Inter@active Week's survey, EarthLink's users are receiving extraordinary customer support. EarthLink appears to understand that Internet service is more than just a physical connection to the Internet. It includes a human element that, when done well, endears customers to their Internet service provider."

- Rebecca Wetzel, Inter@active Week

tele.com

"Dial-up Internet users are won over when an ISP customer service or technical support rep answers the phone in a few rings, doesn't put them on hold and diagnoses the problem - all without implying they're stupid. ... EarthLink made the human touch one of its main selling points from the outset."

- Telcom Magazine

To sign up today, just pop in the enclosed CD or call 1.800.EARTHLINK.

Be sure to mention your registration code: 400059684 to receive your FREE Digital Camera.

** CNET - Editors' Choice Award 2/00. PC World - World Class Award 7/00. PC Computing - Editor's A-List Picks 1/00. Money Magazine - Super Deal Award 2/00. ©2001 EarthLink, Inc. and Sprint Communications Company LP. Trademarks are property of their respective owners. EarthLink and EarthLink logo are trademarks of EarthLink, Inc. All rights reserved. Sprint and the Sprint logo are trademarks of Sprint Corporation. EarthLink, Inc. 3100 New York Drive, Pasadena, CA 91107.



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**GET A FREE DIGITAL CAMERA WHEN YOU JOIN EARTHLINK™
FOR ONLY 3 MONTHS.* (A \$99 value)**

You can see and share your pictures instantly using your FREE digital camera, your computer and EarthLink. It's fast, fun and easy-to-use.

Take your pocket-sized digital camera with you anywhere.

- Email photos of your new baby, the day she is born.
- Share the joy of your son's first bike with your brother across the country.
- Send your vacation pics to family and friends before you return home.
- Record your daughter's first date and share the moment with her Grandma.
- Show off that great new hairstyle the day you return from the salon.

At 640 x 480 resolution, this is for casual, spontaneous snap-shots. There's no film and no developing necessary. Just point and shoot. You can store up to 30 photos at a time. Then upload your pictures and use the free editing software to transform your pictures into engaging Web pages and email greetings.



Take photos just like this.
Then use the photo-editing software
to enhance your photo and add special effects.

**Use the enclosed CD or call 1.800.EARTHLINK
and mention registration code: 400059684.**

* Camera is available for Windows 95 or higher computers only. Camera offer requires you to maintain your EarthLink Internet access membership at \$19.95 a month, for a minimum of three months. Camera is non-returnable, unless defective. EarthLink reserves the right to substitute another digital camera of equivalent specifications and value. Camera not shown to scale. Should you cancel your EarthLink membership within the first three months, you will be billed an \$69 cancellation fee. This offer is for new members only and only while supplies last. This offer cannot be redeemed in conjunction with any other offer. Valid with major credit card orders only. Please allow 7-10 business days for camera delivery upon camera type selection. Your camera will arrive via UPS free of charge. Camera requires: Pentium 133 or faster, USB port, 16MB memory, 200MB free hard disk space, CD-ROM and Windows 95 or higher. Offer ends May 31, 2001. ©2001 EarthLink, Inc. and Sprint Communications Company LP. Trademarks are property of their respective owners. EarthLink and EarthLink logo are trademarks of EarthLink, Inc. All rights reserved. Sprint and the Sprint logo are trademarks of Sprint Corporation. EarthLink, Inc., 3100 New York Drive, Pasadena, CA 91107.

HOW GOOD IS EARTHLINK™?

More than a million of our members were referred by friends and family.

"I LOVE EarthLink. Your service, technical support, interface and availability is AWESOME. I recommended you to everyone. Needless to say, I don't regret leaving AOL for a moment."

- J. Tremmel

"It is easier to view information from my Start Page. . . I don't think my online experience could get much better. I'm recommending EarthLink to all my friends."

- Jennifer S.

"I recently switched over from AOL and have been so pleased with your service. It's great not to get locked up or kicked out multiple times a day. I will definitely recommend you to all my friends."

- David

"After a month and a half of trying to get Internet software from AT&T, my brother-in-law came to the rescue. He suggested that I go through his ISP. Five minutes later I'm writing this letter. You guys rock!"

- K. Modesitt

"My connections are always at top speed and it's amazing how much faster everything loads. And no matter where I am, I have access to a local EarthLink number."

- Nemo N.

"After leaving AOL, I'm thoroughly enamored with EarthLink. Your free Web page is so easy to set up. Thank you for making me feel competent."

- J. Murphy

COMPARE FOR YOURSELF


WHEN IT COMES TO GREAT FEATURES EARTHLINK™ LEADS THE PACK


As of 10/00

FEATURE	EARTHLINK	AOL	MSN	AT&T	Why it matters to you
Direct connection to Internet	YES	NO	YES	YES	No unwanted content separates you from the page
Personal Support Center	YES	YES	YES	NO	Personalized online support in real-time
Online seminars	YES	NO	NO	NO	Expert advice to help you get more from the Internet
Complete, easy-to-use software	YES	YES	NO	NO	Easy set up, easy to get online
FREE Web site builder	YES	YES	NO	NO	Build your own site in no time FREE
Membership magazine	YES	NO	NO	NO	<i>bLink</i> ™ gives you hot tips, software reviews and more
AOL Instant Messenger	YES	YES	NO	NO	Chat with pals in real-time, even those on AOL
Accepts all email attachments	YES	NO	YES	YES	Easily exchange pictures and documents in all formats
Percentage of spam blocked	70%	40%	less than 40%	70%	Hassle-free Internet experience
Local access numbers	Over 5,000	6,000	2,000	800	Your Internet connection is faster, more reliable
Multiple backup networks	8	5	2	2	More networks mean more reliable access
Sends you 3rd party spam	NO	YES	NO	NO	Keeps mailbox free of unsolicited junk email
Bombards you with pop-up ads	NO	YES	NO	NO	Fewer distractions
Sells member info to outside parties	NO	YES	NO	NO	Privacy is paramount
Ability to track you online	NO	YES	NO	NO	Safeguards your privacy
Disconnects active users	NO	YES	NO	NO	Browse to your heart's content
Monitors and censors speech	NO	YES	NO	NO	Your freedom of speech is protected

To get your FREE Digital Camera, join EarthLink today.

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