Catalyst

MARKETING PROGRAM

Catalyst InterLink Program

Whether your business is already leveraging the Internet or you are looking for a way to get started, the SunSoft Catalyst℠ InterLink Program can help you explore new ways of doing business and exchanging information. The Internet is an ever-expanding web of computer networks linking roughly 20 million people in more than 150 countries. Sun Microsystems was one of the early adopters of the World Wide Web, the fastest growing information resource on the Internet. Since its debut, the Sun home page has become one of the most popular areas on the Web with more than 40,000 accesses per day. A published report of the most frequently referenced areas on the Web lists Sun as the number one commercial Web site in the world, and number 15 among Web sites of all kinds worldwide.

Sun is also on the leading edge when it comes to using technology to help developers market their Solaris™ solutions. In addition to Catalyst CDware™, the on-line Catalyst Catalog and other electronic product showcases, SunSoft now offers Catalyst InterLink, an easy on-ramp to the information superhighway. Catalyst InterLink allows Catalyst members to take advantage of Sun's presence on the World Wide Web and link their product and company information to Sun's popular home page. The program provides easy access to your company's home page directly from Sun's home page, at any time and from anywhere in the world. Catalyst InterLink offers a Link Option for members who want increased visibility for their existing home pages, and a Home Page Option for members who need a quick and easy way to get connected and lower start-up costs. Both options provide direct links to your company information from Sun's home page.

SunSoft
A Sun Microsystems, Inc. Business

Features

- Link to Sun's home page
- Disk space on Sun's Web server
- Easy to participate
- Global reach
- Discounts for CDware participants

Benefits

- Associate with a leader and leverage Sun's presence
- Lower start-up costs, minimize maintenance
- Minimal effort for maximum exposure
- Affordable, worldwide visibility for your company information
- Coordinated programs help you stretch your marketing dollars

The Solaris Product Expo

Links to participants' home pages are accessible through Sun's home page (`http://www.sun.com/`). Under the "Solutions" button, the *Solaris Product Expo* displays company logos of participating vendors, that link directly to their home pages. Or, a user can navigate through the on-line Catalyst Catalog and link to a vendor's home page from their product entry. Subscribers to Catalyst CDware can also access vendor home pages from CDware if they have a Web browser.

Program Services

Catalyst InterLink offers a Link Option and a Home Page Option. Both options include links to your company's home page from the*Solaris Product Expo*, the on-line Catalyst Catalog and Catalyst CDware.

The Link Option

The Link Option is for Catalyst members who already have a home page on a World Wide Web server and would like to have it linked to Sun's World Wide Web home page.

- Your logo linked to your home page URL (Uniform Resource Locator)
- $500 per year
- $25 update processing fee (per update)
- Annual fee waived for current Catalyst CDware participants

The Home Page Option

For those Catalyst members who are not yet established on the World Wide Web, the Home Page Option provides a quick and easy path to establish a presence without a large investment. SunSoft will provide server space and maintenance. Referrals to service providers who can help you design and create your home page are available upon request.

- Your logo linked to your home page URL on our server
- Up to 5 megabytes of disk space
- $1200 per year, allows up to 12 updates
- *Half-price* for current Catalyst CDware participants

How to Participate

For more information on Catalyst InterLink, please call 1-800-2CDWARE or 415-851-3449 or send email to catlink@sun.com. Program information is also available 24-hours a day through the Catalyst Fax-On-Demand Hotline. To access, call 1-800-769-4000 from a phone or fax, or call 415-688-4357 from a fax machine anywhere in the world. Or see the Catalyst home page (`http://www.sun.com/sunsoft/Dev-progs/Dev-progs.html`).

Membership in SunSoft's Catalyst Developer Program is required for participation in Catalyst InterLink. For information on the Catalyst Program, contact:

U.S. and Canada: 1-800-SUNSOFT, option 1
Northern Europe (free phone): 0800 96 27 61
France (free phone): 05 90 86 09
Germany (free phone): 0130 813 862
All other locations: 512-345-2412

This program is available to Catalyst members worldwide. Program availability, prices, terms and conditions are subject to change without notice.

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