

# Exhibit 4



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**HEADLINE:** DoubleClick Named Advertising Sales and Distribution Partner for AltaVista Search Site;  
Leading Internet Ad Network Teams with Net's Largest Search Engine

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**BODY:**

In a move that will provide online advertisers access to its leading Internet search engine, Digital Equipment Corporation's (NYSE: DEC) AltaVista Internet Software subsidiary has signed an agreement with DoubleClick, Inc., the premier Internet advertising network. The agreement grants DoubleClick rights to market display ad banners on selected AltaVista Search pages, as well as create sponsorship opportunities for major advertisers. The agreement is effective immediately. Details were not disclosed.

"We continuously strive to enhance the effectiveness and value of our service," said Ilene H. Lang, president and CEO of AltaVista Internet Software, Inc. "By partnering with DoubleClick, we can now provide an informative advertising service to our millions of users without compromising search performance. DoubleClick's leadership technology for targeting and delivering ads will allow AltaVista Search to maintain sub-second response times for user queries, to present highly relevant advertisements in response to selected queries, and to participate in a growing revenue opportunity."

"AltaVista Search is an unparalleled Internet service," states Kevin O'Connor, president and CEO of DoubleClick. "We're extremely proud that DoubleClick has met AltaVista's high standards for performance and service, and that they've chosen us as their advertising partner. Working together, we have created a 'no compromise' service which benefits AltaVista Search's widely respected professional user base as well as on-line advertisers of all industries."

Since its launch in March, the DoubleClick Network has delivered nearly 400 million targeted banners through more than 60 high performance Web sites. It has driven Internet technology breakthroughs, establishing the standards that are transforming the Internet from an underdeveloped advertising medium into the most accountable and measurable of all mass media.

AltaVista Search is the most popular search engine on the Web, and provides the most comprehensive and

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high-performance Internet search service to end-users. Since its launch in December 1995, the AltaVista Search Service (<http://www.altavista.digital.com>) has grown rapidly, currently handling over 24 million hits per day, with more than four billion hits served to end-users in its first year of service. Consistently ranked as one of the most popular sites on the World Wide Web, the AltaVista Search Service is the recipient of numerous awards worldwide, including PC Computing's MVP Award as 'Best Search Engine', Internet World magazine's 'Industry Award for Outstanding Service', the European Online Users Group (EUROLUG) 'Product of the Year', and the 'Cool Search Engine of the Year' award.

AltaVista OnSite Computing solutions provide secure, simple and direct access to information and people over the Internet and private intranets. AltaVista Search, Directory, Tunnel, Firewall, Forum and Mail products give users a competitive edge, enabling productive business to take place from anywhere. Further information on AltaVista OnSite Computing is available at <http://altavista.software.digital.com>, or by calling 1-800-336-7890.

DoubleClick is the leading advertising network for the World Wide Web, offering advertisers the ability to distribute their ad banners to multiple sites, representing a full range of users, including: investors, business professionals, college students, women, consumers, gamers and sports enthusiasts. DoubleClick customizes advertising messages to the users who are most appropriate for their products and services through an advanced proprietary targeting technology.

DoubleClick (<http://www.doubleclick.net>) is an independent, privately-held company with headquarters in New York City, and maintains sales offices in Atlanta, Boston, Chicago, Dallas, Los Angeles, Silicon Valley and Toronto.

Digital Equipment Corporation is a world leader in open client/server solutions from personal computing to integrated worldwide information systems. Digital's scalable Alpha and Intel platforms, storage, networking, software and services, together with industry-focused solutions from business partners, help organizations compete and win in today's global marketplace.

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