



Microsoft Digital Advertising Solutions Launches New Asia Advertising Site

*Microsoft Advertising Upgraded to Provide
Microsoft Ad Network Information*

Hong Kong — January 19, 2007 — Microsoft Digital Advertising Solutions today announces the launch of its new Asia advertising site. The new site design and content reflects the new opportunities available to advertisers through the Microsoft Digital Advertising Solutions network.

The site, which can be found at <http://advertising.microsoft.com/asia> currently features advertiser information for MSN®, Windows Live and Microsoft Office Online. Providing advertisers with a comprehensive online resource of the latest industry news, trends and announcements on Microsoft Digital Advertising Solutions, the site also includes research reports, case studies and creative showcase. The user's online experience is enhanced with simplified views and easy navigation of its properties and products with the ability to download, print or email information.

Since its inception, the Microsoft Digital Advertising Solutions advertising site has attracted more than 40,000 unique users. The clean look and feel provides visitors with a one-stop shop for online advertising solutions, and as new advertiser opportunities are launched across the Microsoft Ad Network, additional content will be incorporated, making it easier to reach out to an audience of over 90 million* across the MSN/Windows Live network in Asia Pacific.

Key sections of the site include:

- **Advertise** – Providing a wealth of information about advertising opportunities across the network, the advertise section hosts audience data, ad format details for display and *Ad Spec Finder* tools. These tools are designed to enable advertisers and agencies to determine the most relevant ad format to reach a specific target audience across a variety of sectors.

- **Research Library** – A fully searchable research resource hosting the latest research reports as well as a series of case studies from multiple sectors.
- **Creative Inspiration** – Featuring all the latest news from the annual Microsoft Digital Advertising Creative Awards the *Creative Inspiration* section is also home to a searchable *Ad Gallery*, showcasing some of the most creative work to feature on the Microsoft Ad Network.

Karen Chia, head of multinational sales, Microsoft Asia said: "This new site further demonstrates Microsoft's commitment to online advertising. The tools and information we have made available on Microsoft Advertising provide advertisers in Asia and around the world with the latest audience intelligence information and creative ideas to enable them to engage with their target audience in the most relevant, engaging and innovative way possible."

Local language versions of the Microsoft Digital Advertising Solutions advertising site will be made available this year in China, Japan, Korea and Taiwan.

- Ends -

*Microsoft internal data

About Microsoft Digital Advertising Solutions

Microsoft Digital Advertising Solutions is a robust set of global advertising products and services designed to effectively connect advertisers with their target audiences across multiple digital touch points. Advertisers can actively engage with their consumers through a suite of high-impact advertising products and platforms, reaching a global audience of more than 465 million unique users per month across the MSN network, as well as millions more through Windows Live, Xbox, Microsoft Office and Live Search. Advertisers can feel confident they will achieve measurable results through groundbreaking research, advertising innovation, strategic planning and excellence in execution. More information about Microsoft Digital Advertising Solutions is available at <http://advertising.microsoft.com>.

About MSN and Windows Live

MSN attracts more than 465 million unique users worldwide per month. With localised versions available globally in 42 markets and 21 languages, MSN is a world leader in delivering compelling programmed content experiences to consumers and online advertising opportunities to businesses worldwide. Windows Live™, a new set of personal internet services and software, is designed to bring together in one place all the relationships, information and interests people care about most, with enhanced safety and security features across their PC, devices and the web. MSN and Windows Live will be offered alongside each other as complementary services. Some Windows Live services entered an early beta phase on Nov. 1, 2005; these and future beta updates can be found at <http://ideas.live.com>. MSN is located on the web at <http://www.msn.com>. MSN® worldwide sites are located at <http://www.msn.com/worldwide.aspx>

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

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