

MSN Hong Kong Debuts “*Live Is Out There*” Challenge

Demonstrate Windows Live Messenger as a perfect medium for creativity and innovation to help engage 2 Million users in Hong Kong

Hong Kong, 7 May 2008 – Microsoft Digital Advertising Solutions today announced the kick off of the “*Live Is Out There*”, campaign to illustrate the potential of Windows Live platform to help engage with audiences in digital marketing. Participants from creative and media agencies taking part in this mystery game will have to locate three prominent “missing” figures from the Hong Kong’s advertising industry.

Untie the Mysteries

The “*Live Is Out There*” Challenge is an integrated campaign to showcase the potential of Microsoft Digital Advertising Solution’s customized branded solutions in helping advertisers to build buzz and noise around their products and to engage more interactivity with their audience. Windows Live Messenger and Windows Live Agent provide a platform and tool to create interactive dialogues, product hints and full-featured messenger games that can grasp users’ attention in any digital marketing campaign. These tools can offer a rich media advertising experience that combines the elements of sound, motion and interactivity.

To take part in the “*Live Is Out There*” Challenge, participants will receive instructions in the form of a “Code Red Priority Class Mission” package issued from a – fictitious secret society Creative Interactivity Alliance” (CIA). The package contains personal particulars of three prominent figures from Hong Kong’s advertising industry who are “reported missing”. The contestant is then required to familiarise the details of the DM pack and then add CIA Chief (Cia_chief@live.hk) to your MSN buddy list who will then provide further instructions on how to participate the mystery game to locate the missing persons. **All contestants will be allowed a maximum period of 3 weeks to solve the mysteries starting from 7 May 2008. The contestant who can**

locate all three “missing” persons in the shortest time will receive a LG KS20 PDA mobile phone. The 2nd runner-up will receive a Ricoh R8 digital camera, while the 3rd runner-up will receive voucher coupons.

Microsoft Digital Advertising Solutions Goes Beyond Expectations

Advertisers can now make use of a set of easy to use programming tools called application programming interface (API) to enhance their online marketing experience by engaging with users on Windows Live platform such as Windows Live Agent, Windows Live Alerts and Messenger Activity such as Game etc. More information on other APIs can be available from <http://dev.live.com>

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/asia>.

For more information, please go to

<http://postoffice.email.strategic.com.hk/media/msn/TradeMedia/>

About Microsoft

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