



Press release

MSN Presents First ‘*Evolve with MSN*’ Awards to Bernice Liu and Cathy Chow

Celebrities share experience of network-enhanced living enabling a premium lifestyle

Hong Kong, 12 June 2008 — To highlight its dedication to providing Internet users with a full range of online information to enrich their lives, **MSN** has presented the first of its ‘**Evolve with MSN**’ Awards to TV artiste Bernice Liu and top fashion model Cathy Chow. Celebrities attending the star-studded award presentation and party last Friday included Teresa Fu, Jimmy Wong and Rosemary, all of whom testified to **MSN**’s efforts to promote its lifestyle-enhancing services with the theme of “The MSN World is a World for People”. The by-line “The MSN World is a World for People” in addition to unify web users further illustrates the idea of bringing seamlessly online contents to reality that works in perfect harmony to meet the pursuit of premium lifestyle from a web user’s prospective.

World-leading networked information-service provider, MSN boasts a team of professional technical talents supported by strong R&D back-up and a comprehensive network infrastructure. Guided by the operational philosophy of “Never Stop · Always evolve”, MSN has built a brand that stands tall in the market and is top-of-mind with customers and most Internet users.

Mr. Leslie Chu, Country Manager of Microsoft, Online Services Group, Hong Kong and Macao, said, “Hard pressed by the busy city life and a heavy workload, people today are placing more and more emphasis on improving their quality of life. MSN is like a 5-star hotel, carefully designed from its core to its external appearance to create a young, lively, and efficient platform that enables Internet users to enhance their daily lives. To sustain delivery of this benefit to its customers, MSN will continue to enhance the platform’s built-in functions to support access to quality services. We also intend that this one-stop ‘hotel’ will in future be able to offer an even wider range of services so that users can satisfy all their needs with every visit they make.”

At the award presentation, top local model Cathy Chow and TV artiste Bernice Liu received the first “**Evolve with MSN**” awards from Leslie Chu in recognition of their achievements in their respective areas and of their spirit of embracing change and achieving advancement, values parallel to those espoused by MSN. During the event, Miss Chow shared her experiences starting out as a fashion model and moving on to hosting TV shows and writing and publishing books. A lover of fine wine and dining, Miss Chow said, “I log on to the fine dining column on msn.com.hk all the time. For me



it's always opening up new perspectives in the appreciation of food and wine."

For her part, Miss Liu related the story of how she returned from Canada to take part in a beauty pageant and eventually became a singer and actress. Describing her passion for travel, she said, "I refer to the travel column on msn.com.hk whenever I'm researching my trips. It saves me a lot of time by instantly providing key details of premium hotels around the world. I also use MSN Mobile Messenger to keep in touch with my friends when I am out shooting or performing on-site locally or overseas."

The award event also included a charity auction to raise funds for earthquake relief work in Sichuan. T-shirts designed by the Misses Chow, Liu, Theresa Fu and Janice Man were sold to the highest bidders. Other celebrities also generously donated various items to the auction. These included pairs of glasses and a copy of his book "玩具大戰" autographed by actor Louis Koo, an 8.0-megapixel digital camera donated by Miss Charmaine Sheh, and a Techno Marine watch donated by Miss Chow, which all brought in additional funds for the worthy cause.

About MSN

With 465 million unique users per month, MSN is the information and entertainment network that enables people to effortlessly skim the surface to find the things they are interested in, and dive deep into the experiences about which they want to discover more. With more than 25 information and entertainment channels targeted at specific audience interests, MSN is a world leader in shedding light on what interests people by uncovering and connecting information with an engaging experience. Offering rich, interactive content from expert editorial sources, MSN delivers intriguing, provocative information, entertaining experiences, and helpful resources, tools and community features. MSN also provides instant access to the suite of Windows Live services, including Live Search, Window Live Hotmail, Windows Live Messenger and Windows Live Spaces.

Windows Live™ Hotmail®, the successor to MSN® Hotmail — one of the largest e-mail services in the world with more than 280 million active accounts—is available in 36 languages.

Windows Live™ Messenger, the next version of MSN® Messenger, is the world's largest easy-to-use consumer instant messaging (IM) service that allows people to connect with others in real time, expressing themselves in a rich, convenient and fun way. Windows Live Messenger is free to download, is available in 26 languages and is used in more than 60 countries by more than 240 million active accounts each month. **MSN** Hong Kong home page: <http://msn.com.hk>

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