



News Release

Beijing Olympics At MSN x UPS 08 Interactive Multimedia Channel ***Merges 'Messenger Alert' capability to provide real-time access to all the*** ***Olympics action, plus results anywhere, anytime***

Hong Kong – 18 June 2008 – MSN Hong Kong and UPS, one of the 2008 Beijing Olympics official sponsors today co-launched their new interactive multimedia channel: <http://olympics.msn.ynet.com/>. Sharing MSN Hong Kong's comprehensive communication network infrastructure and related services, UPS enables Internet users to share the excitement of the Olympics by providing first-hand information on events and results, whilst offering world-class logistics services for the global sports event.

Apart from the 2008 Beijing Olympics multimedia channel, MSN Hong Kong also launched an unprecedented Instant Messenger's alert service on the 100th day of the count down to the Beijing Olympics which is called the "UPS 奧運快遞 - 奧運 Beep!!!". Interested parties need only to register their Windows Live Messenger account via <http://hk.msn.com/beep>, and the subscriber can select and browse in accordance with his/her preferred Olympic contents and Olympic updates, keeping track of where the gold medalists through this exquisite platform.

Leslie Chu, Country Manager of Microsoft, Online Services Group, Hong Kong and Macao, said, "Unlike conventional TV and print media, the Internet allows real-time interaction, giving the public all the convenience of instant access to the latest Olympic news. More importantly, this will be the first Olympics at which individual events will be broadcasted over the Internet and mobile platforms. The interactive multimedia channel we launched today represents an extension of the aspiration of Beijing Olympics - 'One World, One Dream', and is one of the three key concepts in Beijing's bid to host the event, namely to stage a technologically excellent Olympics."

To take full advantage of the power and capacity of the Internet, this dedicated Olympics channel will be supported by a massive database of our partner in China, including: the history of the Olympics; information on the Chinese cities co-hosting the games; stories on the preparatory work for the Games; the testings of different venues; stories behind the Olympic mascots – the 'Fuwa'; interviews with athletes and their coaches; features on how the athletes are getting ready for the games; and special news etc., as well as spotlighting a medal table tracking the number of medals won by



Chinese athletes. The channel also includes news on athletes from other countries for sports lovers as they choose.

Not to be outdone, Hong Kong is already fully prepared to host the Olympic equestrian event. People in Hong Kong can use Wi-Fi enabled notebook, PDAs and smartphones to access the MSN x UPS 08 Olympics channel via 4,800 locations throughout the territory, equipped with more than 6,800* WiFi stations, and browse the latest Olympics news and share the joy of the winning athletes.

* The exact locations of the Wi-Fi stations can be found on the channel of the Office of Telecommunications Authority (www.ofta.gov.hk)

IM offers first-of-its-kind “Olympics Messenger Alerts”

Also starting today, users of Windows Live Messenger may register for the 「UPS 奧運快遞 - 奧運 Beep!!! 」 service on <http://hk.msn.com/beep> for access to exclusive first-hand information on the Olympics. Keep your 奧運 beat!

* When users go off-line, Messenger Alert will automatically send messages to “Hotmail”. Registered MSN Mobile service users may opt to have the messages sent to their mobile handsets (note: For every message sent using MSN Mobile Services [MSN Mobile Hotmail or MSN Mobile Messenger Services], HK\$1.30 will be charged).

About MSN and Windows Live

MSN attracts more than 465 million unique users worldwide per month. With localized 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 comprehensive 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. Windows Live is available at <http://www.live.com>. The MSN Hong Kong Homepage is at <http://hk.msn.com>.

About Microsoft

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

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