



Press Release

7 July, 2008

## **MSN x UPS Online Game Contest Presents Three Surprises**

### **Travel package for two to London and other fabulous prizes for winners of [“盛裝踏步賽”]**

Hong Kong, 7 July 2008 – A keen supporter of the 2008 Beijing Olympics and Hong Kong as the venue of the Olympic equestrian event, MSN Hong Kong and Olympic sponsor UPS have [jointly launched / joined hands to launch] a series of Messenger Games called – “UPS 體驗馬術” (<http://hk.msn.com/game>). The purpose of the games is to enhance understanding of the Olympics and the equestrian event among the mass Internet and MSN Messenger users that they will be able more fully appreciate the sport when the event takes place. The first game in the series to take Olympic pleasure into cyberspace is named [“盛裝踏步賽”], which is also the first single-player MSN Messenger online game.

#### **Travel package for winners of “盛裝踏步賽”**

The first game of the series mimicked the dressage contest or often referred to “ballet on the horse” in the equestrian event, which tests the agreement of the rider and the horse in present the most elegant steps and moves. Players of the game have only to click the arrows on the screen “←”, “↑”, “→” and “↓” to make their moves and advance to higher and more challenging levels of the game. While more scores will be deducted for mistakes made at higher levels, there are also tricks in the game that allow players to score double for successful attempt, giving players a bigger chance to win attractive prizes.

**Between today and 24 August**, those interested can log on to the “UPS 體驗馬術” website (<http://hk.msn.com/game>) and click “start” and choose anyone on the contact list to play the game. They may choose any contacts in Messenger, then click the game icon and choose “UPS 體驗馬術 - 盛裝踏步賽” to start playing the game. There is no limit on entries and names of players who score the highest will be included on the top players list and entitle to the chance of winning big including:

First prize (one): Hong Kong – London round-trip travel package for two

Second prize (two): Hong Kong – Bangkok round-trip plane tickets for two

Third prize (three): One-night stay in suite at The Venetian Macao-Resort-Hotel



More details of the game and its rules are available on the website

<http://msnhkfyi.spaces.live.com/blog/cns!56913C2EFCFCAD1!1166.entry>

### **MSN X UPS presents three Olympic surprises**

Before this latest “UPS 體驗馬術” Messenger Games series, MSN Hong Kong launched the “UPS 奧運快遞 - 奧運 Beep!!!” SMS service\* in May and the “[2008 Beijing Olympics interactive multimedia channel]^” in June to provide first hand information of the sports event to users. These moves embrace the “Technology Olympics” concept, which is one of the three key concepts advocated by the BOCOG in its proposal to host the 2008 Summer Olympics, and help to spread the “One World, One Dream” ideal of the event in the cyber world without boundary.

\*On the 100th countdown day of the Beijing Olympics, MSN Hong Kong launched the first [online instant chat] function in the world. Those interested can log on to <http://hk.msn.com/beep> and register for a Messenger account to receive Olympic information and news via [SMS Alert]. This is an innovative channel for Messenger users to access the most up-to-date news of the Olympic Games and track the score boards according to their preferences.

^ MSN X UPS 2008 Beijing Olympic interactive multimedia channel <http://olympics.msn.ynet.com/>

### **關於 MSN 及 Windows Live**

MSN 每月吸引全球超過 4 億 6 千 5 百萬位使用者，在 42 個國家及地區以 21 種不同的語言提供整合的內容與服務，在企業整合線上廣告商機等領域中，MSN 為業界領導者。Windows Live 是一系列全新的個人化網際網絡服務與軟體，提供用戶整合人際關係、資訊與喜好，同時還能為用戶的 PC、裝置及網頁帶來安全及保護功能。MSN 與 Windows Live 為互輔的服務。MSN Hong Kong 首頁網址為: <http://hk.msn.com>。

### **關於 Microsoft**

Microsoft 成立於一九七五年，是領導全球的電腦軟件、服務及解決方案供應商，藉著各種產品和服務協助個人及商業用戶充分發揮潛能。Microsoft Hong Kong 於一九九一年在本港成立辦事處。

傳媒查詢或欲索取更多資料，請聯絡：

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