



MEDIA RELEASE

Microsoft, ACP Media and ninemsn launch MSN NZ

msn.co.nz to launch on 1 March 2007

Auckland, New Zealand, Wednesday 28 February, 2007: Kiwis will have a new way to access New Zealand's favourite free email service – Hotmail - with the launch of msn.co.nz on 1 March 2007.

msn.co.nz is the new home of Hotmail, MSN Messenger, Live Search and a range of information and entertainment including breaking news, weather, sport, jobs, fashion, lifestyle, classifieds and personals.

msn.co.nz is backed by Microsoft New Zealand, ACP Media and ninemsn, Australia's leading online media company, and will replace the now defunct xtramsn service. Both ACP Media and ninemsn are part of Australia's leading media company, PBL Media.

Local partners TV3, New Zealand's number one online job portal SEEK, online sports site Sportal and content from ACP magazines such as Metro, Cleo, NetGuide and Taste will provide a new way to experience the web through msn.co.nz.

"Given ninemsn's deep understanding of the online media industry, Microsoft New Zealand's local knowledge and ACP Media's New Zealand content we believe that we have the right ingredients for a successful business here in New Zealand," said Helen Robinson, Managing Director, Microsoft New Zealand.

"Research tells us that connecting with friends and family is the most important thing users of all age groups want to do online. That's why we're pleased to have the great Microsoft communication services Hotmail and MSN Messenger back in the MSN fold."

There are currently over one million Hotmail and 300,000 MSN Messenger users registered in New Zealand.

When customers log out of Hotmail they will find themselves redirected to msn.co.nz. Visitors to the old xtramsn.co.nz website will also have the choice to visit the new msn.co.nz site.

“Advertisers have told us that they love the audience reach we have through communication services like Hotmail and MSN Messenger. They also value our ability to target specific demographics and harness the global MSN network. This means New Zealand advertisers can take their messages to a global audience, an option that was not available previously,” Ms Robinson said.

MSN NZ will be run by a small team in New Zealand with support from ninemsn in Australia. A General Manager and several operational personnel are expected to be appointed shortly.

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If you are interested in viewing additional information on Microsoft, please visit the Microsoft New Zealand Web page at www.microsoft.com/nz/ or Microsoft's corporate information pages. Web links, telephone numbers and titles were correct at time of publication, but may since have changed.

About MSN NZ

MSN NZ operates msn.co.nz, Hotmail and MSN Messenger in New Zealand. Hotmail is New Zealand's most popular email service with approximately a quarter of New Zealanders having a Hotmail account. The msn.co.nz portal provides New Zealanders with breaking news, sports, jobs, classified and great magazine content; all sourced locally.

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.

About ninemsn

ninemsn is Australia's number one interactive media company, capturing the largest online audience in Australia, with 8 million (as at Dec 2006) people visiting the site each month. This means that 73 percent of active online Australian's use ninemsn regularly to get the news, information and communication services they want. Formed in 1997, ninemsn is a 50:50 joint venture between the Microsoft Corporation and Australia's leading media company, Publishing and Broadcasting Limited (PBL).

About ACP Media

ACP Media is New Zealand's leading magazine publisher. The company's ACP Magazines division publishes some of the country's most popular magazines, including Woman's Day, The Australian Women's Weekly and Next, newer titles Taste and FQMen, and iconic titles such as Metro and North & South. ACP Media's Trader Group includes Auto Trader, Deals On Wheels, Motorcycle Trader & News, Trade-A-Boat and Buy Sell & Exchange. ACP Media's Property Magazines division publishes a range of real estate advertising titles including Property Press and Real Estate magazines. ACP Media operates a national distribution network through its division Netlink Distribution Company, which distributes publications to retailers across the country. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of PBL Media Limited. www.acpmedia.co.nz