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Microsoft Acquires Mobile Advertising Pioneer ScreenTonic

ScreenTonic's mobile ad serving and management expertise increase advertiser opportunity across Microsoft Digital Advertising Solutions.

REDMOND, Wash. — May 3, 2007 — Microsoft Corp. today announced it has agreed to acquire ScreenTonic SA, a Europe-based mobile advertising pioneer, in a move that combines the breadth of Microsoft® Digital Advertising Solutions offerings with the mobile expertise and industry relationships of ScreenTonic to help advertisers reach a global audience of mobile users. ScreenTonic's mobile solutions provide advertisers with a complete range of ad formats, from display to text, as well as ad management and reporting capabilities, while serving the needs of mobile operators and independent publishers equally. ScreenTonic will continue to operate out of its current headquarters in Paris. Financial details of the acquisition were not disclosed.

The Opportunity for Advertisers

The acquisition of ScreenTonic, in addition to Microsoft's work with industry groups such as the Mobile Marketing Association and the Interactive Advertising Bureau, will be an extension of Microsoft's commitment to connect advertisers with their target audiences at home, at work and on the go across multiple digital devices such as PCs, Xbox® video game systems and mobile phones.

"The mobile Internet is an extraordinary vehicle for brands to connect with their target audiences, because devices like cell phones enable interaction to take place virtually anywhere or anytime," said Steve Berkowitz, senior vice president of the Online Services Group at Microsoft.

“The acquisition of ScreenTonic will be part of our long-term strategy to deliver ad experiences that map to the environment. Together, we will be able to provide relevant ads where consumers are, when they are actively engaged and communicating.”

The Commitment to Mobile Operators

Berkowitz said it is important for Microsoft to deliver ad experiences that are mutually beneficial to publishers, mobile operators and consumers alike. ScreenTonic has relationships with some of the largest mobile operators in Belgium, France and the U.K.

“Mobile advertising is expected to experience tremendous growth over the next five years,” said Didier Kuhn, CEO and co-founder of ScreenTonic. “We are very excited to expand our presence in this exciting marketplace with Microsoft. We’re confident that the combined strengths, services expertise and talent of our companies will deliver a great experience for advertisers, publishers and mobile operators alike.”

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. Some Windows Live services entered an early beta phase on Nov. 1, 2005; these and future beta updates can be found at <http://ideas.live.com>. Windows Live is

available at <http://www.live.com>. MSN is located on the Web at <http://www.msn.com>. MSN worldwide sites are located at <http://www.msn.com/worldwide.ashx>.

About Microsoft Digital Advertising Solutions

Microsoft Digital Advertising Solutions encompasses a robust set of global advertising products and services designed to effectively connect advertisers with their target audiences across multiple digital lifestyle touch points. Advertisers can actively engage with a global audience of more than 465 million unique users per month across the MSN network, as well as millions more consumers through Windows Live, Xbox LIVE[®], Microsoft Office Online and Live Search. More information about Microsoft Digital Advertising Solutions is available at <http://advertising.microsoft.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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