



Microsoft company logo. (PRNewsFoto)

REDMOND, WA UNITED STATES

Orange, L'Equipe, Boursier.com and Autonews are among new mobile publishers and operators to choose Microsoft's mobile ad platform.

BARCELONA, Spain, Feb. 11 /PRNewswire-FirstCall/ -- Today at Mobile World Congress 2008 Microsoft Corp. announced that several major European mobile publishers, including L'Equipe, Boursier.com and Autonews in France, are choosing Microsoft's mobile ad platform. In addition, Orange, a leading mobile operator in Spain, has chosen Microsoft as its ad serving partner for mobile display advertising in Spain.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20000822/MSFTLOGO>)

Microsoft's mobile advertising platform and solutions are developed by its Advertiser and Publisher Solutions Group and its ScreenTonic SA subsidiary, a leader in mobile advertising in Europe. ScreenTonic SA has more than 20 carrier and publisher syndication partners and has delivered mobile advertising campaigns to more than 200 advertisers in the U.K., France and Belgium. Through ScreenTonic, Microsoft now has more than seven years of mobile advertising experience, and has been a leader in providing innovative mobile advertising solutions that include the first banner, video, takeover and interstitial ads to the market, helping generate strong adoption of Microsoft technologies throughout the mobile publisher and operator industry.

"We are continuing to add to our already impressive portfolio of mobile advertising syndication deals and are excited that these companies have chosen to use Microsoft's advertising platform moving forward," said Didier Kuhn, CEO of ScreenTonic. "Through Microsoft's experience in mobile advertising, we are able to offer end-to-end solutions that help premium publishers and mobile operators effectively manage and monetize their mobile ad inventory."

Microsoft also recently announced the availability of MSN Mobile display advertising in France, where several top advertisers, such as Nike Inc., Coca-Cola Co. and Jean Paul Gaultier perfume, have signed on. In the U.S., MSN Mobile launched mobile advertising capabilities in December 2007 and is continuing to bring new advertisers on board; they include Best Buy Co. Inc., Saturn and Verizon Communications Inc. Advertising on MSN Mobile will enable them to provide ad placements that optimize the customer experience and reach the ever-growing number of mobile consumers in a new and innovative way.

About Microsoft Advertiser and Publisher Solutions

Microsoft Advertiser and Publisher Solutions (APS) provides world-class advertising platforms and tools for advertisers, agencies and publishers. Its mission is to make buying and selling media simpler, smarter and more cost-effective across media and devices in the Microsoft network of properties and beyond. The APS portfolio includes Microsoft adCenter, Atlas, DRIVEpm, Massive Inc. and ScreenTonic. APS businesses span search, display and emerging media including mobile, gaming, video on demand and IPTV. More information can be found 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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