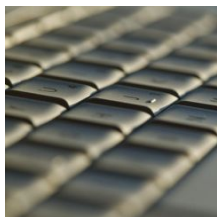


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By: Marius Oiaga, Technology News Editor



## **Microsoft Adds 20 Million Unique Visitors per Month**

### *To its ad-hungry flock*

Microsoft's ad-hungry flock has grown by no less than 20 million unique visitors per month, the company announced. President of Platforms & Services, Kevin Johnson, revealed at the end of 2007 that Microsoft was right on track to becoming the runner-up on the online advertising market, in three to five years. With a new agreement inked with Wall Street Journal Digital Network, the Redmond company made another step closer to Google. A step worth no less than 20 million unique visitors per month. Per the agreement, Microsoft is now the exclusive third-party provider of contextual and paid search advertising for all the sites under the Wall Street Journal Digital Network's umbrella. "Relevant and targeted digital advertising is important to our business and to the quality of the experience that we deliver to our users," said Gordon McLeod, president of The Wall Street Journal Digital Network. "Microsoft's state-of-the-art advertising platform will enable us to dramatically improve our revenues from this key sector, and we look forward to working together." The Wall Street Journal Online, Barrons.com, MarketWatch.com, AllThingsD.com, but also additional online hotspots of the Wall Street Journal Digital Network will start featuring online ads from Microsoft. According to the two companies, the ads will start being served in February 2007. "This deal is a significant win for Microsoft for two key reasons. First, it makes the extended Microsoft advertising network the premier destination for advertisers interested in reaching financially minded users, as it complements our offering in this vertical through MSN Money and other syndication partners," said Brian McAndrews, senior vice president, Advertiser and Publisher Solutions at Microsoft. "Second, this deal is a strong indicator that we're gaining significant traction with our advertising platform. The Wall Street Journal Digital Network is one of the largest financial services publishers in a very dynamic vertical segment, and we're delighted to add it to our portfolio."