

Microsoft Launches MSN WebCourier Service New MSN communications service will offer Hotmail users free subscription to Newsletters

Submitted by: AUGUST ONE COMMUNICATIONS

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15 November, 1999 - Microsoft is taking another step towards delivering on its promise of 'Everyday Web' through the UK launch today of MSN WebCourier, a free 'opt-in' newsletter service that can deliver localised content directly to the UK's 1.2 million Hotmail users' inboxes on a regular basis.

The MSN WebCourier service offers subscribers a choice of six categories including Business and Finance, Entertainment, Recruitment, Sports, Shopping and Travel. Each category has up to five 'content providers' such as FT.COM, The Guardian, Datanet and Lastminute.com. To register for the service, users simply sign into Hotmail and click under 'free subscription', located on the navigation bar on the left hand side. Users then select the check boxes to ensure that the newsletters they require are sent directly to their Hotmail inbox, with immediate effect.

"The launch of WebCourier complements the existing Hotmail communications services by delivering timely and relevant content that is of interest to UK consumers, underpinning our commitment in helping deliver 'Everyday Web'," said John Stoneman, business development manager at MSN, UK. "We want to provide Hotmail users with what they want, when they want it, wherever they may be."

Datanet Group Limited, the online sports and entertainment provider, was amongst the first to join with MSN and will provide Hotmail subscribers with newsletters from four of its most popular sites.

Nick Roberts, commercial director of Datanet Group commented: "Our partnership with MSN is both a great opportunity for us to build our customer base and for Hotmail users to have instant access to our sports news updates on request."

Users of MSN WebCourier are under no obligation to subscribe and may add or discontinue subscriptions at any time. UK users can also use WebCourier to subscribe to US newsletters at : <http://www.hotmail.com>.

About MSN

The key services in the MSN family include:

*MSN.co.uk: MSN's portal site MSN.co.uk is designed to

provide the most useful Internet information and services offered together in one place, helping users do what they want, fast. The site is freely available to all Internet users.

*MSN Hotmail : the Web-based service that provides customers with free email for life and is accessible from anywhere in the world.

*MSN LinkExchange: this also offers small Web site owners the on-line prominence and marketing force of larger companies through a range of powerful online marketing tools.

*MSN FreeWeb: free Internet access

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software -- any time, any place and on any device.

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