



PRESS RELEASE

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CATCHA DIGITAL & MSN MALAYSIA GIVE AWAY TICKETS TO THE WORLD CUP AT MSN FOOTBALL FRENZY SCREENING PARTIES

JUNE 11th, 2010 - Catcha Digital, the operator of MSN Malaysia, today kicked off the first of four "MSN Football Frenzy" screening parties, held in conjunction with the 2010 FIFA World Cup. The party, hosted by Maxis and supported by Carlsberg, marks the start of a series of World Cup related events scheduled to take place over the next four weeks.

The first MSN Football Frenzy screening party was held at Ecoba Restaurant and Bar in Damansara Perdana and drew a crowd of over 500 football crazy fans. It featured an exciting program of activities such as a "Predict the Score" competition for the first match of the 2010 FIFA World Cup between host nation South Africa and Mexico; foosball games, World Cup quizzes and much more. The winner of the "Predict The Score" competition, Andrew Tan of Petaling Jaya, walked away with the amazing grand prize of flights and tickets to a World Cup match in Johannesburg. Said Tan, "I feel extremely excited! I am taking my dad as a Father's Day present. "

The three remaining Football Frenzy events will be held on the 23rd and 26th of June at Euphoria at Sunway Lagoon Resort and Ecoba respectively, before returning to Euphoria at Sunway Lagoon Resort on the 2nd of July for the final screening party. At the next parties, guests stand the chance to win loads more exciting prizes including Canon cameras, Blackberry phones and lots of Maxis memorabilia. Tickets to the events are available by emailing sportsevents@catchadigital.com.

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About Catcha Digital

Catcha Digital (CD) is a wholly owned subsidiary of **Catcha Media**, one of South East Asia's largest and most dynamic media groups. CD exclusively operates, develops content for and delivers advertising solutions across Microsoft's entire portfolio of online products in Malaysia, including the MSN portal, Windows Live Hotmail and Windows Live Messenger. It also operates all inventory for lowyat.net Malaysia's largest technology forum, and numerous international websites. With a reach of approximately 8 million unique users a month it is one of the region's largest online publishers.

For more information and to schedule interviews, please contact our PR Department at publicrelations@catchacorp.com