



PRESS RELEASE
For Immediate Release

**Catcha Digital Announces Aggressive Plans to Expand
MSN Malaysia's Network
Six New Channels to be launched this year**

23 September 2010, Kuala Lumpur – Catcha Digital, the strategic partner for Microsoft online properties in Malaysia, today announced aggressive expansion plans to develop the MSN network in Malaysia. The company plans to invest in a series of new localized channels aimed at further growing the site's content.

After forming their ground breaking partnership with Microsoft Corp in July 2009, Catcha has extensively grown the MSN Malaysia network. In the last 12 months MSN Malaysia has seen a 44 % increase in unique users y-o-y from 4,646,000 a month in July 2009¹ to 6,663,000 month in July 2010².

"The MSN Malaysia network is one of the largest media properties in the country with 6.6m users a month. We still see huge potential to massively increase that number beyond 8 to 9m Malaysian users in the next 12 months. This will be done by launching content channels full of deep and rich local content," said Mr. Ken Tsurumaru, CEO of Catcha Media.

The channel launches will be done in two phases. The first phase will see the launch of MSN Finance, MSN Travel and MSN Going Out. The second phase will see the launch of MSN Motoring, MSN Jobs and a revamp of MSN Life & Style.

All channels will feature deep rich local content either created by the Catcha Digital team or sourced from the strategic tie up with Catcha Publishing. Catcha Publishing, Malaysia's largest magazine publisher will leverage from their 17 magazine titles to develop Malaysian created and Malaysian relevant content for online usage.

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"The launch of these new channels is in line with Catcha Digital's strategy to be the clear leading online destination for Malaysian online users. To further strengthen the MSN brand in Malaysia we need to constantly keep up with the growing demands of Malaysian online users. These channels are a way for Catcha Digital to maintain MSN Malaysia's position as a competitive brand," added Mr. Tsurumaru.

Since 2009, Catcha Digital has launched MSN Life & Style, MSN News and a World Cup microsite under the MSN Sport channel. These sites added a combined 614,000² users per month to site traffic. Along with this MSN Sport was confirmed by Comscore as the number one local online destination for the 2010 FIFA World Cup in June.

To date, Catcha Digital has invested approximately RM10 million to create Malaysia's leading online destination and is on track to generate revenues of RM50m over the next 36 months.

1 ComScore June 2009

2 ComScore July 2010

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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. Catcha Digital exclusively operates, develops content and delivers advertising solutions across Microsoft's entire Malaysian portfolio of online products. This portfolio includes the MSN Malaysia portal (msn.com.my), Windows Live Messenger (MY) and Hotmail (MY). It also exclusively operates inventory for Lowyat.net (Malaysia's largest technology forum) and all Viacom online properties. With a reach of approximately 8 million unique users a month Catcha Digital is one of the region's largest online publishers.

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