



PRESS RELEASE

For Immediate Release

MSN SPORT MALAYSIA PROVES TO BE THE SPORTS CHANNEL OF CHOICE DURING THE 2010 FIFA WORLD CUP

Tuesday, 3 August 2010 – Catcha Digital, the operator of MSN Malaysia, announced today that MSN Sport was the Malaysian sports channel of choice during the biggest sporting event of the year - the 2010 FIFA World Cup.

According to comScore, MSN Sport Malaysia recorded 182,000 unique visitors - the highest number of unique visitors for a sports channel - in June when all eyes were on the 2010 FIFA World Cup. The channel outperformed its competitors, namely ESPN Star, Stadium Astro and Yahoo! Malaysia, to take the top spot in its segment. Average daily visitors to MSN Sport Malaysia stood at 24,000, far exceeding the combined total registered by the three competitors.

MSN Sport Malaysia's consistent rise in traffic has been driven by the development of unique content following the channel's re-launch in June 2009.

"It's amazing to see that our hard work has paid off. We will continue to provide users with exciting content and a unique take on the world of sport," said Cheryl Ow, Editor-in-Chief, MSN Malaysia.

To give Malaysian football fans a holistic World Cup experience, Catcha Digital in association with Maxis and Carlsberg, two world class brands known for their passion and involvement in football, lined up a host of exciting activities which included both online interactive features and on-ground events.

MSN Malaysia launched a "World Cup 2010" microsite to keep football fans up to date with the latest scores and news from the 2010 FIFA World Cup. Interactive online activities such as 'PredictorPro' where users predict match results, World Cup quizzes and 'Buddy Cup' were also introduced to draw users to the site throughout the tournament.

In addition, Catcha Digital hosted a series of live screening parties themed 'MSN Football Frenzy' at Ecoba and The Deq @ Euphoria. Users were entertained with foosball games, the Maxis "Golfinder" game, the Carlsberg drums and dance troupe throughout each match. Andrew Tan and Desmond Wong, the lucky winners of the "Predict the Score" contest at two separate screening parties, walked away with the grand prize of a pair of round trip tickets and VIP passes to watch the Round of 16 match and the finals

Catcha Digital

47-9 The Boulevard, Mid Valley City, 59200 Kuala Lumpur, Malaysia

T: +603 2297 0999 F: +603 2297 0888 W: www.catchamedia.com



respectively in Johannesburg, South Africa.

“Leading up to and over the 2010 FIFA World Cup season, we enjoyed tremendous success with our ‘Carlsberg Football Celebration’ campaign and this is thanks in part to our partnership with MSN Malaysia. They helped us to reach out to a much wider audience and this has translated into very good results for us as well as our trade partners. With the comScore findings, we are certain that the Carlsberg brand enjoyed very high association with premium football and we look forward to our next partnership,” said Ole S. Nielsen, Marketing Director, Carlsberg Malaysia.

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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.

About Microsoft Advertising

Microsoft Advertising provides world-class advertising tools and solutions for digital advertisers and publishers to drive brand and consumer engagement. The portfolio includes all of our digital advertising businesses: our global media network that includes MSN, Windows Live, Office Live, XBOX, Bing, Facebook and more, and our global technology platforms and tools that include Atlas, AdECN, adCenter, Microsoft Media Network, Massive and ScreenTonic, which together create engaging digital advertising experiences for their consumers. Microsoft Advertising helps make buying and selling media simple, smart and more cost-effective across media and devices in the Microsoft network of properties and beyond, which spans 42 markets globally and 21 languages. Visit <http://advertising.microsoft.com/asia> for more information.

For media enquiries, please contact

Chin Su Ci

Catcha Media PR Department

T +603 2297 0894

M +6012 208 3160

F +603 2297 0888

E publicrelations@catchacorp.com

Catcha Digital

47-9 The Boulevard, Mid Valley City, 59200 Kuala Lumpur, Malaysia

T: +603 2297 0999 F: +603 2297 0888 W: www.catchamedia.com