



PRESS RELEASE
For Immediate Release

CATCHA DIGITAL CHARTS GROWTH STRATEGY FOR MICROSOFT ADVERTISING BUSINESS IN MALAYSIA WITH NEW APPOINTMENTS

26 January 2011, Kuala Lumpur - Catcha Digital, the strategic partner for Microsoft Advertising in Malaysia, covering both MSN Malaysia and Windows Live, today announced the addition of two senior executives to help drive the company's aggressive growth strategy in the country. Dominic Wong joins as Head of Client Servicing and Simon Phun as Head of Marketing.

Wong, who was the Ad Operations Manager at Digital Five, is no stranger to the online media industry as he played an integral role in the launch and integration of online advertisement platforms across Murai.com and Maxis web properties. He was also responsible for the successful execution of online campaigns for top companies such as Malaysia Airlines, Maxis and Sony. Wong is one of the founders of Malaysia video sharing community, Lepak.tv.

Phun previously served at Green Packet Berhad, in a global corporate marketing role and he brings with him a decade of marketing, sales and publishing experience to Catcha Digital. Prior to that, he was the editor of iProperty.com.my, Gadget3 online and print edition, T3 Magazine and PC Gamer, as well as the business development manager at CR Media Singapore where he oversaw the development of several online properties.

Ken Tsurumaru, CEO of Catcha Media said, "We are delighted to have Wong and Phun onboard with us as we embark on the next phase of our strategy to grow Microsoft Advertising business in Malaysia. Their experience will help us achieve our goal of making Microsoft Advertising the preferred and most effective online medium for brand owners in Malaysia to reach out to their customers."



Wong's and Phun's appointment comes on the back of Catcha Digital's doubling of its sales and client servicing team in 2010 which had resulted in record sales for Microsoft Advertising during the last quarter.

Microsoft sites are one of the leading media properties in the country with 7.26 million unique users a month¹, a massive 34.8 percent increase from the previous year.

¹ ComScore December 2010

###

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 operators inventory for Malaysia's largest technology forum, Lowyat.net. With a reach of approximately 8 million unique users a month Catcha Digital is one of the region's largest online publishers.

For media enquiries, please contact

Simon Phun

Catcha Digital

T +603 2297 0821

F +603 2297 0972

E simon.phun@catchadigital.com

Catcha Digital

47-9 The Boulevard, Mid Valley City, 59 200 Kuala Lumpur, Malaysia

T: +603 2297 0894 F: +603 2297 0888 W: www.catchamedia.com