



Windows Live : Connect With Consumers Like Never Before

Whether they're sharing family photos, instant-messaging a cross-country pal or discussing weekend plans over e-mail, today's Internet generation turns to the Web to stay connected to the people that matter most. A destination for consumer conversations, **Windows Live** (get.live.com) brings all elements of the digital lifestyle together in one place—and gives you the power to reach a broad, powerful audience at the opening to their online world.

Reach Desirable Consumers by the Millions

By aligning your brand with new technologies that are connecting people worldwide, Windows Live keeps you at the forefront of a marketing revolution. Windows Live Hotmail, Messenger and Spaces empower you to reach millions of users at the point of influence as they open and share their lives with an online social network. What's more, a host of innovative advertising options offer the potential for viral impact, transforming consumers into your best marketers.

If you're looking for a creative, impactful way to reach your target audience, there's no better place to start than Windows Live.

- **Target a valuable audience** of young, Internet-savvy users who represent the majority of online U.S. revenue.
- Expose your brand in an environment where **buying decisions and brand attitudes are being impacted through social interaction.**
- **Build on e-on-one consumer experiences** with your brand through deeply integrated advertising placements.

Each month, Windows Live helps over 41 million people keep in touch at work, home and school. Windows Live Hotmail and Messenger make up 13% of ALL time spent online¹.

Source: ¹NNR, June 2008