

MSN Asia Adopts Mobile 365 Operator Charging Gateway, Revolutionising its Mobile Payment & Billing System

Platform Enables MSN to Launch its GPRS WAP Portal across All Mobile Operators in Singapore with a Single Billing Interface

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Singapore, 15.06.2005 - Following the immense success of MSN Hotmail SMS and MSN Messenger Service over SMS in Asia, MSN Asia, a leading online destination with more than 380 million users worldwide, today further cements its relationship with Mobile 365, the global leader in mobile messaging and data services, as the first company in the world to adopt its Operator Charging Gateway (OCG)—a bearer-independent billing platform that provides a global billing solution for WAP transactions.

Using Mobile 365's OCG, MSN will be launching its GPRS WAP portal across all three mobile operators in Singapore - SingTel, M1 and StarHub. The MSN GPRS WAP portal is set to become MSN's primary mobile portal providing not only an array of news, information and entertainment services directly to the mobile device, but also chargeable content such as downloads of games, ringtones, wallpapers and MMS.

By combining a diverse set of operator billing systems into a single charging interface for MSN, Mobile 365's Operator Charging Gateway removes MSN's challenge of having to negotiate a diverse set of interfaces, purchase processes, security protocols and complexities of charging subscribers from different mobile networks. The OCG also offers pricing flexibility, enabling MSN to charge various tariffs for mobile content through the same channel, modify price plans rapidly, and offer discounts on a transactional basis without conferring with individual operators.

"MSN is constantly focused on providing innovative communications and a sophisticated entertainment experience for our consumers. With Mobile 365's OCG, we are now also able to offer a greater range of mobile content to subscribers of all operators," said Rohit Dadwal, Head, Communication Services, MSN Asia at Microsoft. "More importantly, OCG ensures the consumers' payment process is much easier and convenient."

For the consumer, OCG provides a new payment type, 'charge to my mobile account', as an alternative to more complex transactions such as premium SMS, IVR and credit card payments. As billing is separated from the delivery or receipt of premium messages, MSN can offer a more user-friendly browsing, purchase and download environment. The OCG also offers protection to the consumer as content will not be charged until it has been successfully downloaded to the handset.

"The opportunity for WAP billing in Singapore, one of the more advanced mobile markets, is significant. WAP billing exist for all three mobile operators ? SingTel, M1 and Starhub ? and cover 100% of the local market for WAP content delivery," said Matthew Talbot, Managing Director, Asia, Mobile 365. "The OCG will offer mobile

operators and content providers such as MSN, a first step towards offering more exciting content and developing additional revenue streams."

With Singapore as its launch pad, MSN is expecting to roll out its GPRS WAP portal across other markets in South East Asia.

About MSN

MSN is the world's most popular destination on the Web, attracting more than 380 million visitors per month. Available in 40 markets and 20 languages, MSN provides consumers with their home on the Web. MSN is a world leader in delivering Web services to consumers and digital marketing solutions to businesses worldwide. MSN is located on the Web at www.msn.com. MSN worldwide sites are located at www.msn.com/worldwide.ashx.

In Singapore, MSN is located at www.msn.com.sg.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software - any time, any place and on any device.

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About Mobile 365

Mobile 365 leads the world in the global delivery and settlement of mobile messaging and data services. Delivering over one billion messages per month, Mobile 365 is the global leader in mobile interoperability messaging, including SMS, MMS, WAP, and Instant Messaging. With links into more than 500 mobile operators around the world, Mobile 365's global connectivity and network reliability inspire confidence that your inter-operator messages and interactive campaigns get successfully delivered, and that your revenue is always processed quickly. Headquartered in Chantilly, Virginia, USA, Mobile 365 has offices in Beijing, Guangzhou, Hamburg, Hong Kong, Kuala Lumpur, Lisbon, London, Madrid, Mexico City, Milan, Paris, San Mateo (California, USA), São Paulo, Shanghai, Singapore, Sydney, and Taipei. Major operator customers include Verizon Wireless, Vodafone, AT&T Wireless, T-Mobile, Telcel, Telefonica, and O2. Major brand customers include Volvo, Sony Pictures, MSN, Citibank, Siemens, Ogilvy, Dunkin' Donuts, Vodafone, and more. For more information, visit: www.mobile365.com.