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## MIGway and MSN Announce European Alliance To Distribute MSN Hotmail via Two-Way SMS

Aug. 23, 2001

MIGway and CMG Wireless Data Solutions and the MSN network of Internet services announced a major pan-European strategic mobile services alliance.



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LONDON, Aug. 23, 2001 — MIGway, a new joint venture of TDC Mobile International, a Denmark-based European mobile operator, and CMG Wireless Data Solutions, the global leader of messaging solutions for the wireless industry, and the MSN® network of Internet services, the world's most popular destination on the Web, today announced a major pan-European strategic mobile services alliance.

As a result, MSN will be able to extend its interactive mobile offering to the MSN Hotmail® Web-based e-mail service via two-way short message service (SMS) to certain operators across Europe. With this service, users of MSN Hotmail on the move will have the option to receive e-mail sent to their MSN Hotmail accounts by SMS on their mobile phones. They also will be able to reply to those e-mail messages directly to the sender's inbox via SMS as well as perform other common tasks directly from their phone.

Under the terms of the alliance, MIGway will be the first company to distribute MSN interactive mobile services via two-way SMS. This will enable more than 40 European mobile operators to offer SMS to customers with MSN Hotmail accounts. MSN Hotmail is the world's most popular free Web-based e-mail service and has more than 110 million users worldwide, including 20 million in Europe.

The alliance with MIGway is the first SMS deal MSN has announced and is part of the MSN global strategy to provide mobile consumers with its best-of-breed services, such as MSN Hotmail and relevant integrated MSN features, through a reliable link to the wireless Web. The announced alliance follows the recent release of MSN Mobile 4.0, the latest version of MSN Mobile's platform that delivers customisable communications services to interactive pagers, mobile phones and handheld devices.

"Mobility is central to many Europeans' lives today, and with this alliance we are extending our capability to offer mobile carriers an immediate opportunity to generate revenue based on two-way SMS by providing their consumers with access to MSN Hotmail," said Judy Gibbons, vice president of MSN EMEA.

"With MSN communications services in enormous demand, this alliance also makes these services readily available to people on the move. Consumers want the ability to make the most of their PC-based communications services any time, any place and on any device. With MIGway, we have created the opportunity for European carriers to offer their customers access to MSN interactive communications services, such as MSN Hotmail, via the latest SMS technology direct to their mobile phones."

Anders Christjansen, senior vice president of TDC Mobile International and CEO of MIGway, said, "MIGway is pleased to have joined with Microsoft in pioneering its new SMS technology that will simplify mobile consumers' experience with interactive communications services. Users of all ages are clamoring for increased convenience and ease of use in mobile services. This alliance will undoubtedly promote greater use of mobile data services across Europe."

The first companies to begin trials of the new service are sunrise, the second-largest operator in Switzerland, and TDC Mobil, the leading provider of mobile communications solutions on the Danish market and the Danish branch of TDC Mobile International.

[About MIGway](#)

[About TDC](#)

TDC, formerly Tele Danmark, is a Denmark-based European communication solutions provider

organized as seven main business units: TDC Tele Danmark, TDC Mobile International, TDC Internet, TDC Switzerland, TDC Cable TV, TDC Services and TDC Directories A/S. TDC is the leading provider of communications services in Denmark and the second-largest communications provider in Switzerland, and holds significant interests in a range of communications companies across Northern and Continental Europe. TDC was privatized in 1994. Today, SBC Communications owns a 41.6 percent stake in TDC and the remaining shares are held by individual and institutional shareholders all over the world.

#### About CMG Wireless Data Solutions

CMG Wireless Data Solutions is the leading global supplier of messaging, mobile Internet, and Customer Care and Billing solutions for the wireless industry. CMG develops high-end solutions in close cooperation with its partners. To date, more than 150 of these quality solutions have been delivered to over 75 operators worldwide. They are widely recognised to be the best around, combining minimum operator intervention with maximum performance and availability. The solutions portfolio includes solutions based on the Wireless Service Broker, Unified Messaging solution, Multimedia Message Service Centre, Short Message Service Centre, Cell Broadcast System and EPPIX (Customer Care & Billing System). CMG Wireless Data Solutions is a division of CMG plc ( <http://www.cmg.com/> ); CMG was established in 1964 and currently employs around 13,000 employees. The group is listed on the London and Amsterdam stock exchanges.

#### About MSN

MSN is the world's most popular destination on the Web, attracting more than 250 million visitors per month. Available in 33 markets and 17 languages, MSN provides consumers with their home on the Web - where they can get everything they need from the Web and make the most of their time online. 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 <http://www.msn.com/> .

#### 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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