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weblins conquer Windows Live Messenger! Windows Live starts cooperation with zweitgeist GmbH

Unterschleißheim/Hamburg, March 28, 2007 – zweitgeist GmbH and Windows Live Messenger, one of the most popular fast communication tools for young people, announced the start of their cooperation today.

With 7 million users in Germany alone, the new Instant Messenger, with features such as contact list, emoticons and immediate contact with friends, is one of the most popular forms of communication. Exclusive avatars and completely branded clients are just two of the many possibilities Windows Live Messenger provides its community. Many integrations with Windows Live Messenger and Spaces make it easy for the user to download MSN Messenger's successor.

All users of Windows Live Messenger are now offered the chance to quickly and easily create a really cool avatar with a weblin figure. Whoever registers free of charge with weblin on the web page of Windows Live Messenger is given an animated figure designed in the typical stylish Messenger look focused on the target group of 14 to 29 year-old users. The avatar range has been exclusively designed for weblin's cooperation with Windows Live Messenger and is available exclusively to Windows Live Messenger users. (Addendum for the trade: The cooperation partners are already thinking of the future. weblin for Windows Live Messenger has further large growth potential: innovative, interactive advertising messages will in future support the target-oriented community approach.)

The cooperation will be made known by a special on the web page of the largest German teen magazine **www.bravo.de** and by communication within the community. The cooperation was initialised and conceived by Universal McCann's Digital Communications practice.

Sven Weisbrich, Director Digital at Universal McCann: "The weblins fit in perfectly with the digital media mix of our customer MSN and are an interesting expansion of the communication measures in a newly created social media environment. The active involvement of the user and the provision of sensible added values are more important today than ever before. Here, both cooperation partners come out on top as it is these properties which reflect the core of both products."

The weblins fit perfectly into the environment of Windows Live. With the new weblins for Windows Live Messenger, the users can surf on the Internet as avatars and meet other users visiting the same web page at the same time. This all takes place just like communicating via Windows Live Messenger, regardless of the web page. weblin ideally complements Windows Live Messenger. Communicative users of the Windows Live Community who love fun and new features are the first

to be able to intensively use the software which has already been awarded several prizes. weblin can now really show its advantages with the large community of Windows Live Messenger: the more weblins underway on web pages, the more fun an avatar life in the internet has. weblin and Windows Live Messenger enhance the current trend of virtual worlds, avatars and the interaction with friends by adding a further dimension. Freedom for the avatars, a boundless world of friends for all web pages.

The cooperation between Windows Live Services and weblin is also advertised with the pop-up advertising window in Windows Live Messenger and the toolbar on the left.

“The large, continually growing community of Windows Live Messenger gives us the perfect platform for presenting our innovative social software to a wide, Internet-enthused target group,” says Jan Andresen, CEO of zweitgeist GmbH.

Claudia Huber, head of MarCom of the Online Services Group of Microsoft Deutschland, on the cooperation: “The Internet comes alive with weblins. The cool avatars, emotions and moves fit perfectly into the Windows Live Messenger world. Our users will have a lot of fun with the weblins for Windows Live Messenger.”

The Windows Live Messenger version of weblin can be downloaded free of charge under <http://messenger.weblin.com>.

weblin/zweitgeist:

zweitgeist GmbH was founded in Hamburg in June 2006. zweitgeist provides the product weblin as a free of charge download. The programme was awarded the “Innovation Prize Web.2.0” in November 2006 by the State of Baden-Württemberg and nominated lighthouse project of the High Tech Founder Fund in March 2007. The social software weblin makes people visible on web pages and makes context-related communication possible across all web pages. weblin cooperates with communities to increase their coverage and to improve marketing effects. For further information on the new avatar technology see <http://www.weblin.com>.

MSN and Windows Live

More than 465 million Unique users worldwide visit MSN every month. With localised versions on 42 markets and in 21 languages, MSN is leading provider of high quality content and online advertising possibilities. Microsoft Windows Live, a new set of personalizable Internet services and software makes it possible for users to bundle the contacts, information and interests important to them; here, they profit from the extended safety functions for PC and web. MSN and Windows Live are offered parallel to one another and complement one another. Some Microsoft Windows Live Services are at present available as Beta version. Information on these services and future updates can be found under <http://ideas.live.com>. MSN is downloadable under <http://www.msn.com>.

Universal McCann:

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