

New Colors In The Fold

The top-selling Arc Mouse is now available in a new palette of special edition colors.

SINGAPORE, April 15 2009 — Don't let your PC peripherals cramp your style. With Microsoft Hardware, consumers are finding that style, performance and comfort can be had in one sleek portable package.

Microsoft Corp. is responding to the rapid success of the Arc Mouse, which reached the Top 10 list of best-selling mice after just two months on the US market¹, and grabbed top market share for wireless mice in Singapore in the last holiday season (in terms of value in Q4 2008²), by releasing the award-winning mouse in three special edition colors: deep olive green, marine blue and eggplant purple. The Arc is already available in red, black and white editions that have proven to be a hit with consumers.

Color continues to be an important factor for consumers when buying electronics, according to Colorcom consultant Jill Morton. "People form a personal connection to a product in a color they like," Morton said. The Arc Mouse special edition colors can add a splash of personal flair and style to any computer, which increasingly come in new form factors and designs.

Outside color, the distinctive design of the Arc Mouse is an expression of personal style on its own. The revolutionary form is perfect for the on-the-go trendsetter:

- **Sleek, collapsible design** folds to reduce the mouse's size by almost half, giving consumers the comfort of a full-size mouse with the portability of a notebook mouse. Flipping the mouse shut automatically turns the power off to save battery life.

- **Snap-in magnetic micro-transceiver** is smaller than a dime and uses a magnet to effortlessly snap into the bottom of the mouse, making packing up easier than ever.
- **Carrying case** is included and uses a magnetic flap to easily snap shut and protect the mouse while on the go.
- **Battery life indicator** shows two colors: green when the batteries have sufficient power and red when the batteries are running low.
- **2.4GHz wireless technology** gives consumers a confident wireless connection and a range of up to 30 feet, even in crowded wireless environments.
- **High-performance laser tracking** via laser engine offers smooth tracking and excellent responsiveness and precision.

Pricing and Availability

The Arc Mouse in special edition colors is now available in Singapore for an estimated retail price of S\$89.90 including GST. The product is backed by a worldwide three-year limited hardware warranty from Microsoft. More information about these and other Microsoft Hardware products can be found at <http://www.microsoft.com/hardware>.

About Microsoft Hardware

For more than 25 years, the Hardware Group has employed innovative engineering, cutting-edge industrial design and extensive usability testing to create products of exceptional quality and durability that enhance the software experience and strengthen the connection between consumers and their PC. Microsoft Hardware leads the industry in ergonomic engineering, industrial design and hardware/software compatibility, offering consumers an easier, more convenient and more enjoyable computing experience. In 2008, the Hardware Group debuted the world's most advanced tracking technology — BlueTrack Technology — allowing consumers to track on more surfaces than optical and laser mice. More information about the Hardware Group is available at <http://www.mshardwareguide.com>.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

¹ Microsoft sales data

² GfK Asia data, Q4 2008.

For more information, press only:

Ian Tan, iantan@microsoft.com, +65 9879 5824

Binny Peh, binny.peh@edelman.com, +65 6347 2326

Note to editors: If you are interested in viewing additional information on Microsoft, please visit the Microsoft Web page at <http://www.microsoft.com/presspass> on Microsoft’s corporate information pages. Web links, telephone numbers and titles were correct at time of publication, but may since have changed. For additional assistance, journalists and analysts may contact Microsoft’s Rapid Response Team or other appropriate contacts listed at <http://www.microsoft.com/presspass/contactpr.mspx>.