



## **MEDIA RELEASE**

Dubai: 20<sup>th</sup> May 2008

# **MSN Arabia and propertyfinder.ae combine forces in major signing**

The UAE's most popular real estate web portal, <sup>1</sup> propertyfinder.ae today announced its signing of an alliance with MSN Arabia, the number one network in the region attracting more than 10 million unique users per month. The signing forms part of propertyfinder.ae's ongoing strategy to maximise exposure for the estate agents who advertise on the site and their properties.

The signing gives propertyfinder.ae access to a potential regional audience of more than 10 million unique browsers a month.

"Users of MSN Arabia will benefit from this partnership as they will have direct access to the latest property listings", said Michael Lahyani, CEO of propertyfinder.ae. "We also expect the real estate agents who advertise with us to receive more enquiries on their properties and thus to close more sales, more quickly and at a higher price."

MSN Arabia is the only integrated network with an international presence covering the Arab region, with a dual-language interface catering to all Arabic and English speakers in the MENA region. MSN Arabia is managed by LINKonLINE; a subsidiary of LINKdotNET; the number one ISP in the Middle East

"We are happy to team up with Dubai's leading online property portal to offer our visitors quality property listings. The signing reflects the demand for up to date, user friendly real estate information in the Gulf. With booming property markets occurring throughout the

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<sup>1</sup> \*Source: Nielsen//Netratings)

region the signing will add another dimension to what MSN Arabia can offer its visitors,” said Mohammed El Sayad, MSN Arabia General Manager.

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**About propertyfinder.ae**

propertyfinder.ae specializes in real estate and investment in Dubai and offers agents and developers access to a potential global audience of 9 million unique browsers.

propertyfinder.ae is a subsidiary of REA Group and forms part of the global online real estate advertising company

**About MSN Arabia**

MSN Arabia is the number one network in the region attracting more than 10 million unique users per month with a dual-language interface catering to all Arabic and English speakers in the MENA region, offering a vast array of content and services that include Windows Live Hotmail, Windows Live Messenger, Windows Live search, Windows Live Spaces and others to come.

**Media Contacts:**

**propertyfinder.ae, Linsey Worgan, +971 4 3311104, linsey@d-pr.ae**