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**Irish Company, Zignals, Partners With Microsoft to Launch Innovative New  
Online Service for Individual Investors**

*Microsoft joins with veteran entrepreneur, venture investors and Enterprise Ireland to set up new company that will bring a cutting-edge resource to market.*

**REDMOND, Wash., and DUBLIN, Ireland — June 11, 2008** — Microsoft Corp. joins Zignals, a start-up company, in announcing the launch of a beta online service set to transform investing for the active trader. Zignals will provide retail investors with state-of-the-art decision-support tools and access to a financially savvy online network that shares its own independently rated investment strategies. The beta launch of Zignals will focus on personalized services for the investor – easy-to-use alerts that can be tested, tailored and delivered directly to any e-mail address, personal digital assistant (PDA) or mobile device; intuitive charting and technical analysis – all developed using the very latest Microsoft technologies, such as Silverlight.

Zignals was created through the collaboration of the Microsoft IP Ventures team, Enterprise Ireland, successful entrepreneurs Pat Brazel and Scott Tattersall, Manresa Partners, and angel investors.

“The complete absence of personalized service and access to powerful yet usable decision-support tools is often cited by smaller investors as a key constraint on improving the performance of their investment decisions. This is where we plan to change the status quo. Zignals responds to this need by democratizing trading for the online investor,” said Pat Brazel, CEO of Zignals. “Microsoft has provided us with the resources and the technology to develop personalized communication services and optimize trading strategies using the yet-to-be-

launched Microsoft Solver Foundation technology. The highly intuitive services we are building will open up a whole new world for the retail investor who wants to maximize the effectiveness of their investment efforts without spending every waking hour peering at screens.”

“IP Ventures continues to have success in bringing together entrepreneurs, venture capital and governments to launch new companies, like Zignals, offering exciting technologies, around the world,” said Dan’l Lewin, corporate vice president of Strategic and Emerging Business Development at Microsoft. “Microsoft offers entrepreneurs cutting-edge technology and an experienced team to work with to help them bring a new product or service to market. This close collaboration helps ensure long-term success for the new company and their future consumers.”

Enterprise Ireland, the enterprise development agency of the Irish government, made the original introduction of Brazel to IP Ventures, which resulted in the establishment of Zignals.

“We are delighted to be supporting the establishment of Zignals in Ireland. We are greatly encouraged by the strong partnership with Microsoft that will bring an exciting innovation to the market while creating a new enterpriser in Ireland,” said Frank Ryan, CEO of Enterprise Ireland.

## **Innovative Program Connects Venture Capitalists and Entrepreneurs With Microsoft**

### **Innovation**

Microsoft launched the dynamic IP Ventures program in May 2005 to expedite the commercialization of new innovations developed through the company’s significant research and development investment. The program is available globally and is frequently updated with new technology offerings. Some companies taking advantage of the IP Ventures opportunities include Skinkers, Wallop Technologies Inc. and Zumobi Inc.

### **About Zignals**

Zignals offers a variety of online services that are set to transform the world of financial investment by democratizing the investment services that are available to the active trader in the financial markets and by providing access to a financially-savvy online network which shares its own independently-rated investment strategies. Zignals was established in partnership with Microsoft and other investors, and has developed its services using Microsoft IP-protected technology. The Zignals beta release is available from June 11<sup>th</sup>.

### **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.

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