



Oi, Microsoft and Gemalto Partner to Launch Windows® Live Messenger Through Oi SIM Chip

This worldwide innovation will first be launched in Brazil

Rio de Janeiro, 27 October, 2008 – Oi, the first quadri-play operator in Brazil, today announces that it will launch, in the first week of November, Windows Live Messenger services built into Oi's SIM card, in partnership with Microsoft and Gemalto. This worldwide innovation means that users who buy a new Oi SIM card will have direct access to Messenger functionalities in any Oi mobile phone. The new features will first be available for customers in all States where Oi operates.

Customers will benefit from a ready-to-use application featuring a menu for easy and quick navigation and guaranteed security and privacy. This new version of Messenger will have the same features as in a PC, such as viewing or blocking contacts, changing the status to on-line, off-line, absent or busy, and keeping several chat sessions open simultaneously. Each message sent to a contact using the service will cost 31 cents of a 'real' (about 0.1 Euro).

To experience Messenger over the mobile phone, there is no need to download an application or register for the service, users can access the Mundo Oi (Oi World) menu, select their type of user account and enter an address and password to make a connection. While the user is on-line on Messenger, it is still possible to make and receive calls as usual.

Microsoft has over 39 million Windows Live Messenger users in Brazil, the largest base in the world. This innovation through Oi's SIM card will create an additional channel, offering anytime, anywhere access.

"Oi is known for its value added services innovation based on SIM cards. This is one of the latest services we added to their SIM services portfolio", stated Henry Trejgier, Latin America Marketing Director of Gemalto's Telecom business unit.

"We've always believed in services capable of making our customers' lives more convenient. They will access Windows Live Messenger in a simpler and faster manner, using the Oi Chip menu. Our partnership with Gemalto and Microsoft will provide a large scale service. This business has a great growth potential in Brazil, where 135 million people have mobile telephones, but only 44 million are connected to the internet", says Gustavo Alvim, Oi VAS Director.

According to Microsoft Brazil On-line Consumer Market general director, Osvaldo Barbosa de Oliveira, the partnership with Oi will benefit current and new users of both Oi and Windows Live Messenger. "Consumers may choose to be on-line and in contact with friends whenever they wish, either on a PC or on a mobile phone, using a service they are familiar with via a simple and friendly interface".

Gemalto (Euronext NL 0000400653 GTO) is the leader in digital security with pro forma 2007 annual revenues of over €1.6 billion, more than 85 offices in 40 countries and about 10,000 employees including 1,300 R&D engineers.

In a world where the digital revolution is increasingly transforming our lives, Gemalto's solutions are designed to make personal digital interactions more convenient, secure and enjoyable.

Gemalto provides end-to-end solutions for digital security, from the development of software applications, through the design and production of secure personal devices such as smart cards, SIMs, e-passports, and access cards to the deployment of services managed by the user him/herself.

More than a billion people worldwide use the company's products and services for telecommunications, financial services, e-government, identity management, multimedia content, digital rights management, IT security, mass transit and many other applications. As the use of Gemalto's software and secure devices increases with the number of people interacting in the digital and wireless world, the company is poised to thrive over the coming years.

For more information about the company, please visit www.gemalto.com

About Oi

Oi is a pioneer in integrated and converged telecommunication services in Brazil. The company provides local and long distance voice transmission, mobile telephony, data communication, internet and entertainment services.

In the retail market, Oi operates in 16 states in the North, Northeast and Southeast regions (know as Region I in Brazil). In the corporate and long distance markets, the company operates nationwide. São Paulo is the company's new mobile telephony operation area, thus strengthening its strategic positioning.

Oi's image reflects a lifestyle associated with daring, innovation, reliability and intelligence. Its slogan "Oi, simples assim" ("Oi, simple like that") expresses the company's identity.

Microsoft Brasil

Established in 1989, Microsoft Brasil generates local direct opportunities in the technology industry for more than 18,000 companies and 495,000 professionals. In the last five years, the company invested more than 85 million reais (28.5 million euros) in social projects, taking technology tools to schools, universities, NGOs and poor communities. It's one of the 103 affiliates of Microsoft Corporation, founded in 1975, the world leader in providing software, services and solutions for information technology. Using an innovation-driven model, Microsoft invests on the development and integration of technologies that enable people and companies to reach their full potential.

Learn more on <http://www.microsoft.com/latam/presspass/brasil/default.msp>.

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