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iProperty.com And MSN Will Now Offer Malaysians And Singaporeans More On The Latest Hot Property

Keep track of what's happening in property with MSN

January 24, 2008 – MSN has joined forces with iProperty.com Asia's leading network of online property portals, to develop exclusive and dedicated property channels on MSN Singapore and MSN Malaysia.

MSN's millions of users will now be able to see all the properties on iProperty.com's websites through MSN Property, in real time. Combining MSN's broad reach with the traffic generated by the iProperty.com network will also provide real estate advertisers with the most effective real estate internet advertising portal in Singapore and Malaysia.

Rick Mulia, Executive Producer of MSN Asia feels "there is great value in this partnership with iProperty.com as it will significantly enhance our offering in the online real estate space which is one of the fastest growing segments in these markets. This represents a great stride in MSN's strategy to provide the best content to millions of people who want to know what's going on."

Patrick Grove, Executive Chairman of IPGA Limited said, "We are delighted that MSN has selected iProperty.com to become the sole content provider to the MSN Property Channels in the key Asian markets of Singapore and Malaysia. This is a strong testament to iProperty.com's leading position in Asia, as well as our product and capabilities. Integrating our content with MSN means millions of users will benefit from iProperty.com services and content."

iProperty.com's network of property websites get over 750,000 unique visitors per month who view property listings provided by over 4,000 agents and 100 developers across Asia.

Overall, MSN attracts more than 465 million unique users worldwide every month. With localised versions available globally in 42 markets and 21 languages, MSN is a world leader in delivering Web services to consumers and online advertising opportunities to businesses worldwide. Last year, MSN partnered with Control Room to stream Live Earth, the largest online entertainment event in history with over 62 million streams worldwide.

For more information please contact:

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About IPGA Ltd

IPGA Ltd is an Asian-based company with primary operations in Singapore and Malaysia, and is focused on developing and operating Internet-based real estate property portals along with other complementary offerings to Asian markets. IPGA owns online property portals in the markets of Singapore, Malaysia, Philippines and Hong Kong, with a Heads of Agreement in place to acquire an online property portal in Thailand.

For further information please see our website: www.ipgalimited.com