



## Atlanta to Host Annual Microsoft Global Briefing

ATLANTA (July 18, 2005) – The Atlanta Convention & Visitors Bureau (ACVB) will welcome the Microsoft Global Briefing (MGB) to the Georgia World Congress Center July 21-24. This annual gathering of Microsoft's international sales, marketing and product support groups is Microsoft's largest employee-only meeting, with an expected attendance of more than 16,000 employees from around the world.

The 2005 meeting will mark the second consecutive year this event has been held in Atlanta. "Our organization had a great experience in Atlanta last year and we are excited to be holding our meeting here again," said Microsoft's Greater Southeastern District General Manager Kirsten Kliphouse. "This annual meeting is an important opportunity to share information with peers and align our strategies heading into the new fiscal year, and Atlanta provides the framework that allows us to have a productive and exciting show."

"Microsoft remains one of the most successful companies in the U.S. and an important piece of business for this city, with an anticipated economic impact of more than \$24 million for this year's meeting," said Spurgeon Richardson, president of the ACVB. "Atlanta's hospitality community worked together closely to pull together to demonstrate the significance of hosting a meeting of this level and the results for both Microsoft and Atlanta have been tremendous."

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software — any time, any place and on any device.

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as premier conventions, meetings and leisure destinations in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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