

TO: NEWS PRODUCERS, ASSIGNMENT EDITORS, BUSINESS AND TECHNOLOGY REPORTERS

MICROSOFT TO RETIRE WINDOWS XP

Microsoft Advises Small Businesses: Now Is the Time to Upgrade Your Windows Operating System

FREE HARD COPY OF THE 60 SECOND AUDIO NEWS RELEASE AVAILABLE ON CD OR AS AN MP3. PLEASE CALL 1-800-653-5313, EXT. 3 OR EMAIL RADIO@MULTIVU.COM

STORY INFORMATION: THIS IS A REPORT BY MICROSOFT.

ON APRIL 8TH, AFTER 12 YEARS, SUPPORT FOR THE WINDOWS XP OPERATING SYSTEM WILL END.

TECHNOLOGY IS EVOLVING FASTER THAN EVER. YET, MANY BUSINESSES STILL RUN TECHNOLOGY FROM OVER A DECADE AGO.

Thomas Hansen, Vice President, Worldwide SMB at Microsoft:

“Well, the world has changed, and companies still running their business on old technology like Windows XP are missing out. New Windows devices offer a fast, productive and personal experience.”

A RECENT STUDY BY THE BOSTON CONSULTING GROUP SHOWS TECH-SAVVY SMALL BUSINESSES GROW REVENUE AND CREATE MORE JOBS THAN THOSE USING LITTLE TECHNOLOGY.

“Research shows that running a business on old technology can be very costly – both additional maintenance fees and lost productivity. When companies upgrade, they don’t only acquire new technology, they become more efficient. As a result, they better serve their customers’ and compete better.”

THERE ARE FREE RESOURCES AVAILABLE TO HELP YOU UPGRADE TO WINDOWS 8.1. FOR MORE INFORMATION, VISIT MICROSOFT’S SITE: GET2MODERN-DOT-COM.

AUDIO PROVIDED BY: MICROSOFT

**FOR MORE INFORMATION PLEASE CALL:
MultiVu, 1-800-653-5313, ext. 3**