

Sun Microsystems to Distribute Microsoft Live Search-Toolbar as Part of Java Runtime Environment.

as published by PR Newswire

Microsoft Live Search Expands Reach with Custom MSN Toolbar.

Microsoft Corp. today announced a search distribution deal with Sun Microsystems Inc. to offer the MSN Toolbar, powered by Microsoft Live Search, to U.S.-based Internet Explorer users when they download the Java(TM) Runtime Environment (JRE(TM)), effective as of today.

Through this agreement, Internet Explorer users downloading Sun's JRE will have the option to download the MSN Toolbar and have one-click access to Live Search features, as well as news, entertainment, sports and more from the MSN network and direct access to Windows Live Hotmail and Windows Live Messenger.

"This agreement with Sun Microsystems is another important milestone in our strategy to secure broad-scale distribution for our search offering, enabling millions more people to experience the benefits of Live Search," said Yusuf Mehdi, senior vice president of the Online Audience Business at Microsoft. "With the vast array of Java software-based Web applications that are downloaded every month, this deal will expose Live Search to millions more Internet users and drive increased volume for our search advertisers."

With more than 6.5 million Java software developers around the globe, Java is one of the most widely available and popular software platforms. It is already present on 91 percent of Internet-connected PCs worldwide. The Java Runtime Environment is one of the highest-volume consumer downloads on the Web, with tens of millions of downloads each month from <http://java.com>.

"With over 800 million Java desktop users around the world, our goal is to provide Java users with compelling and immersive business and consumer solutions powered by Java technology and value-added solutions from world-class software partners," said Rich Green, executive vice president of Software at Sun Microsystems. "Our customers expect top-quality products when they choose to download technology from Sun, and we are confident that they will find great value in both Microsoft's MSN toolbar and Live Search."

Founded in 1975, Microsoft (NASDAQ: MSFT) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

<http://sun.com/> Sun, Sun Microsystems, the Sun logo, Java, JRE and The Network Is The Computer are trademarks or registered trademarks of Sun Microsystems Inc. or its subsidiaries in the United States and other countries.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Website: <http://www.microsoft.com/>



[Learn more about Search Engine Optimization, the most effective form of online advertising.](#)

Search Engine Marketing is the fastest growing advertising medium in the world, projected to become 10x more powerful and influential than traditional media outlets such as: network television, cable television, local television, network radio, local radio, satellite radio, national newspapers, local newspapers, magazines, billboards, direct mail, telemarketing and more.

Discover the most powerful and effective form of advertising, Search Engine Optimization.

An aside for consideration are the the distinct segments within the field of Search Engine Optimization. Clarification and separation are required in terms of paid search marketing, sponsored search advertising, pay per click, email marketing (spam), and the foundation of strategic internet marketing: Organic Search Engine Optimization (Organic SEO) are also referred to as Natural Search Engine Optimization (Natural SEO).

Key Organic Search Engine Optimization Facts:

- Keyword search is the 2nd most popular online activity, rapidly approaching the popularity of email retrieval.
- 90% of all new website visitors are delivered by a major search engine and/or directory.
- 98% of all keyword search activity results are powered by the big 4 search engines: Google, Yahoo, MSN and AOL.
- Keyword search results on Google, Yahoo, MSN and AOL are determined by search engine spiders and/or robot crawlers.
- Recent internet marketing studies confirm that keyword searchers prefer the organic results at a 6 to 1 ratio vs. pay-per-click sponsored search advertising listings.

Is your corporate website being found early and often on the keywords and keyword phrases that best describe your products, services and industry? Harness the power that our proven organic search engine optimization technologies provide...

[Contact Peak Positions](#)

Learn more about our client roster, one of the strongest in the SEO industry, and more importantly discover why our client-focused Organic Search Engine Optimization company maintains the highest client retention rate in the SEO industry.

***"Our year over year revenues are climbing rapidly in a timid economy.
If you are looking for an excellent SEO Company, contact Peak Positions"***

[Home](#) | [Organic Search Marketing](#) | [Organic Website Optimization Company](#) | [Natural Website Optimization](#) | [Google SEO Consulting](#)
[Organic Optimization](#) | [Organic SEO Case Study](#) | [Google Search Engine Optimization](#) | [Search Engine Placement](#)
[Organic SEO Testimonials](#) | [Organic SEO News](#) | [Organic SEO Blog](#) | [Contact Us](#) | [SEO Site Map](#)



© 1999-2008 Organic SEO Company Peak Positions, LLC
118 A Cass Street | Mailing Address: P.O. Box 2438 | Traverse City, Michigan (MI) USA 49685-2438
Tel: 231-922-9460 | Toll: 866-536-8614 | Fax: 231-929-3398
Office Hours: M-F 8AM-9PM EST* | Email: Info@peakpositions.com