

Task 5. Read the texts below. For questions (23-27) choose the correct answer (A, B, C or D).

SPREADING THE WORD

When Hotmail was (23) _____ up in 1996, it was not the huge success that it is today. But on every e-mail sent via Hotmail, there was a line at the bottom saying, 'Get your private, free e- mail at hotmail.com,' providing them (24) _____ a free advertisement. This simple idea soon paid for and Hotmail went from strength to (25) _____ ICQ, which stands for 'I seek you', was an instant messaging service that (26) _____ off in a similar way and made a (27) _____. The popularity of ICQ spread because users recommended it to their friends so that they could have people to chat to online.

23	A established	B laid	C set	D begun
24	A with	B to	C for	D towards
25	A power	B strength	C force	D energy
26	A let	B set	C took	D gave
27	A fortune	B treasure	C wealth	D prosperity