

**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 off 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.

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