

Microsoft rolls out new MSN site design

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(AP) -- Microsoft is rolling out the new design for its MSN Web portal in the U.S.

The software maker is saying goodbye to MSN.com's blue background and its blocks of text links. Instead, starting Tuesday, the site is sporting more white space and fewer categories.

Microsoft Corp. hopes to get more Web surfers using its Bing [search engine](#). Microsoft lags behind [Google](#) Inc. and [Yahoo](#) Inc. in search share despite efforts to turn the money-losing online business around.

Microsoft says Bing searches from MSN jumped during tests of the new design.

The new MSN has a top news section that features photos more prominently. The Bing search box stands out more, and people can scan lists of hot discussion topics and local posts on Twitter.

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