On October 24, 2007, Microsoft announced that it had purchased a 1.6% share of Facebook for $240 million, giving Facebook a total implied value of around $15 billion.[[47]](http://en.wikipedia.org/wiki/Facebook#cite_note-MSPR1-50) Microsoft's purchase included rights to place international ads on Facebook.[[48]](http://en.wikipedia.org/wiki/Facebook#cite_note-BW-6Aug08-51) In October 2008, Facebook announced that it would set up its international headquarters in [Dublin](http://en.wikipedia.org/wiki/Dublin), Ireland.[[49]](http://en.wikipedia.org/wiki/Facebook#cite_note-52) In September 2009, Facebook said that it had turned cash-flow positive for the first time.[[50]](http://en.wikipedia.org/wiki/Facebook#cite_note-53) In November 2010, based on [SecondMarket](http://en.wikipedia.org/wiki/SecondMarket) Inc., an exchange for shares of privately held companies, Facebook's value was $41 billion (slightly surpassing [eBay](http://en.wikipedia.org/wiki/EBay)'s) and it became the third largest U.S. Web company after [Google](http://en.wikipedia.org/wiki/Google) and [Amazon](http://en.wikipedia.org/wiki/Amazon.com).[[51]](http://en.wikipedia.org/wiki/Facebook#cite_note-54)

Traffic to Facebook increased steadily after 2009. More people visited Facebook than Google for the week ending March 13, 2010.[[52]](http://en.wikipedia.org/wiki/Facebook#cite_note-55)

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