



Yahooligans! Opens Online Playground for Kids

Classic Games and New Content from Sports Illustrated For Kids Now Available

SANTA CLARA, Calif. -- Oct. 11, 1999 -- In an effort to provide a safe online area for children to play games and have fun, Yahoo! Inc. (Nasdaq: YHOO), a leading global Internet media company, today unveiled Yahooligans!® Games, a safe game environment where children and their parents and teachers can play classic card, board and word search games. Yahooligans! Games can be found on Yahooligans! (www.yahooligans.com), the award-winning Web guide for children ages 7-12. Yahooligans! also announced today that Sports Illustrated For Kids (<http://sikids.com>) is providing sports-related content to Yahooligans!, including a daily trivia question and a variety of weekly news stories.

Available from the front page of both Yahooligans! and Yahoo!® Games (<http://games.yahoo.com>), Yahooligans! Games currently offers Chess, Checkers, Go Fish, Reversi, and Tic-Tac-Toe, as well as Word Search, a new offering made available through Merriam-Webster, America's foremost publisher of language-related reference works. In a recent survey of adult Americans, 89 percent feel it is very important for children to play games, have play time, and have recess at school (Yankelovich Partners, August 1999).

"Yahooligans! has always been committed to bringing both educational and entertaining content to children, parents and teachers, and Yahooligans! Games is a further extension of this commitment," said Catherine Davis, managing editor and producer of Yahooligans!, Yahoo! Inc. "The site has been designed as an area where kids, parents, and teachers can interact, have fun, and compete in classic games they all know or have grown up with. We are also pleased to offer daily trivia challenges and sports news through our relationship with SI For Kids."

Also available to "adult kids" is Yahoo! Games, a set of 20 classic board, card and word games, along with news, reviews, ratings and screenshots of console games. With their Yahoo! ID, users can also connect and communicate with other game enthusiasts from next door or the next continent through Yahoo!'s suite of community and communication tools, including Yahoo! Chat (<http://chat.yahoo.com>), Yahoo! Clubs (<http://clubs.yahoo.com>), Yahoo! Message Boards (<http://messages.yahoo.com>), Yahoo! Messenger (<http://messenger.yahoo.com>), and Yahoo! Mail (<http://mail.yahoo.com>).

Launched in January 1996 as one of Yahoo!'s first properties, Yahooligans! has continued to be one of the Web's leading resources for safe, friendly, kid-appropriate information on the Web. In addition to the extensive Yahooligans! directory, the site has since grown to include a Teachers' Guide; Parents' Guide; Kids' Almanac; Downloader, where kids can download thousands of cool images, sounds and video right onto their desktop; as well as daily news, sports, jokes, and pop culture content. Yahooligans! received FamilyPC Magazine's "Best of the Web Award," and was ranked the number one Internet navigational guide for kids (July/August 1998).

About Yahoo!

Yahoo! Inc. is a global Internet media company that offers a branded network of media, commerce, and communication services to 105 million users worldwide. As the first online navigational guide to the Web, www.yahoo.com is the leading guide in terms of traffic, advertising, household and business user reach, and is one of the most recognized brands associated with the Internet. The company also provides online business services designed to enhance Yahoo!'s clients' Web services, including audio and video streaming, store hosting and management, and Web site tools and services. The company's global Web network includes 21 World properties. Yahoo! has offices in Europe, the Asia Pacific, Latin America, Canada and the United States, and is headquartered in Santa Clara, Calif.

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