



Yahoo! Introduces Yahoo! China

New Internet Guide Features Localized Web Programming for China

SANTA CLARA, Calif. -- Sept. 24, 1999 -- Yahoo! Inc. (Nasdaq: YHOO) today announced that it has launched Yahoo! China (<http://www.yahoo.com.cn>), an Internet guide designed specifically for Web users in China. Yahoo! China includes more than 20,000 Chinese Web sites created in simplified Chinese characters and approximately 20,000 Web sites created in traditional Chinese characters. The new guide also features news, finance and weather information relevant to the region as well as e-mail, instant messaging, and a personalized Web service, My Yahoo!. Yahoo! China is the 20th World property in Yahoo!'s comprehensive global network.

"Yahoo! continues to become the one place that anyone in the world needs to go to find anything that is relevant to their everyday life," said Heather Killen, vice president, International at Yahoo!. "With Yahoo! China, we're able to give Internet users in China easy access to a range of Yahoo!'s popular services tailored to meet the needs of this audience."

A Rapidly Growing Market

According to China's Ministry of Information Industry, China will have approximately 4.5 million Internet users by the end of 1999. This number is projected by research firm IDC to grow to around 9.4 million by the year 2002. Yahoo! China provides relevant online programming and services in the local language to this growing Web community and to others around the world with a special interest in China. Additionally, Yahoo! has several localized Web guides for other markets in Asia, including Singapore, Taiwan, Hong Kong and Southeast Asia.

Yahoo! is working closely with Beijing Founder Electronics Co., Ltd, a leading information technology company in China, to help establish Yahoo! China within the Chinese business environment. Beijing Founder Electronics is a wholly-owned subsidiary of Founder (Hong Kong) Limited and was founded by Beijing University. Founder's research and development center is the world's largest research base for the Chinese publishing system. The company continues to leverage new technologies from Beijing University. Founder will play a strategic role in guiding and supporting Yahoo! China in China.

Local News, Finance, and More

Yahoo! China features a directory of Web sites in Chinese text organized by a team of Web surfers into 14 easy-to-use categories, including Arts and Culture, Science, Social Science, Education, Entertainment, Sports and Leisure, Reference Sources, Government and Politics, Computing and Internet, Business and Economy, News and Media, Regional, Health, and Society. A search of the Yahoo! China directory will bring up the most relevant Web sites in simplified Chinese from Yahoo! China first, followed by a link to additional results from the other Chinese-language Yahoo! directories.

Individuals interested in the latest happenings in China have access to Chinese news through Yahoo! China's News section, which features general news headlines and stories from China Youth Daily, China News Service, Huasheng Bao, Nanfang Daily, Xinhua news agency and Yang Cheng Wan Bao. For those interested in technology news, Yahoo! China offers stories from ChinaByte, C|net Asia, Digitimes, InfoWeb and ZDNet. Users can access the latest financial information with news from Dow Jones and stock quotes from the Shanghai stock markets on Yahoo! China's finance area. In addition, Yahoo! China visitors interested in weather can go to Yahoo! Weather to find out the local forecast for their area or for any other area within China and the rest of the world. Yahoo! China also allows people to customize their Web experience through My Yahoo!, allowing individuals to choose the information, news and services they want to see on their My Yahoo! page. To stay in touch with family and friends, Yahoo! China offers free e-mail accounts as well as an instant messaging service - all in Chinese.

Sponsorships

Yahoo! China offers advertisers an ideal opportunity to reach targeted audiences within China. The Chinese marketing and advertising community has already recognized the strength of the distribution platform offered by Yahoo! China. Yahoo! China's charter sponsors include Alibaba.com Corporation, China Resources Building Co. Ltd, E-Med Ltd, Hong Kong Tourist Association, Island Shangri-La Hong Kong, and Users' Friend Software Group.

About Yahoo!

Yahoo! Inc. is a global Internet media company that offers a branded network of comprehensive information, communication and shopping services to 80 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's global Web network includes 20 World properties. Yahoo! has offices in Europe, the Asia Pacific, South America, Canada and the United States, and is headquartered in Santa Clara, Calif.

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