



## Hoover's Expands Agreement With Yahoo!

### Information Integrated Within New Yahoo! Finance Industry Centers

Austin, TX -- Oct. 22, 2002 -- Hoover's, Inc. (Nasdaq: [HOOV](#) - [News](#)), a leading provider of business information, today announced it has expanded its longtime agreement with Yahoo! Inc. (Nasdaq: [YHOO](#) - [News](#)) to make Hoover's Online ([www.hoovers.com](http://www.hoovers.com)) industry information available through the new Industry Centers on Yahoo! Finance (<http://finance.yahoo.com>), one of the Web's leading finance sites.

As part of the alliance, Yahoo! has incorporated Hoover's Online industry information into more than 15 Yahoo! Finance Industry Centers, including Biotechnology, Financial Services, Computer Hardware/Software and Telecommunications. Each Industry Center page features a Hoover's Industry Snapshot, which includes an in-depth profile, information on key people and the top 10 companies within that industry, as well as links to industry glossaries, associations and organizations.

"Through the expansion of this relationship, we are able to further expose our authoritative, up-to-date business information to the millions who use Yahoo! Finance daily, while attracting potential subscribers to Hoover's Online," said Carl Shepherd, Hoover's executive vice president of corporate strategy and development. "Yahoo!'s choice of Hoover's to provide industry and company information speaks to the value of our service, which more than 3 million people worldwide have come to rely on."

"The Yahoo! Finance Industry Center is the one-stop resource for industry-related information," said Nathan Richardson, general manager of Yahoo! Finance. "Our alliance with Hoover's enables us to combine best-of-breed content on Yahoo! Finance with highly regarded in-depth industry information from Hoover's to bring a relevant and innovative industry product to our users."

#### **About Hoover's, Inc. -- The Business Information Authority™**

Hoover's, Inc. (Nasdaq: [HOOV](#) - [News](#)) is a leading provider of business information. Hoover's publishes authoritative information on public and private companies worldwide, and provides industry and market intelligence that helps sales, marketing and business development professionals and senior-level executives get the global intelligence they need to grow their businesses. This information, along with advanced searching tools, is available through Hoover's Online ([www.hoovers.com](http://www.hoovers.com)), the company's premier online service. Hoover's business information is also available through corporate intranets and distribution agreements with licensees, as well as via print and CD-ROM products from Hoover's Business Press. Hoover's is headquartered in Austin, Texas, and has offices in New York City and San Francisco.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This press release may contain forward-looking statements relating to future events or results that involve risks and uncertainties, including statements regarding the expected benefits of strategic relationships, future services and new products. Among the important factors which could cause actual results of Hoover's to differ materially from those in the forward-looking statements are the market demand and acceptance of new and enhanced services and strategic alliances, the success of new features and tools from Hoover's Online, the retention of subscribers and customers, ability to attract new subscribers and customers, competition, economic conditions specific to the Internet, as well as general economic and market conditions and other factors described in Hoover's reports and documents filed from time to time with the Securities and Exchange Commission, including its prospectus and recent 10-K and 10-Q filings.

#### **About Yahoo!**

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! reaches more than 237 million individuals worldwide each month, and is the No. 1 Internet brand globally. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

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