



## **Yahoo! Announces Alliance With BellSouth For New Internet Service**

### **Yahoo!'s Online Directory to be Featured on BellSouth.net**

**Santa Clara, CA and Atlanta, GA -- August 27, 1996** -- Yahoo!, Inc. (NASDAQ: YHOO) and BellSouth today announced a joint marketing agreement for BellSouth's new Internet Access Service, BellSouth.net<sup>SM</sup>, which launches today. As part of the agreement, a customized version of Yahoo!'s popular online guide ([www.yahoo.com](http://www.yahoo.com)) will be featured on the BellSouth.net homepage.

<sup>3</sup>Already one of the world's most widely recognized Internet navigational guides, Yahoo! is continuing to forge partnerships with the best regional, national and international Internet services to further expand its popularity,<sup>2</sup> said Jeff Mallett, senior vice president of business operations at Yahoo!. <sup>3</sup>Our BellSouth alliance will help us proliferate the Yahoo! brand and expose new audiences to our rich content and new properties.<sup>2</sup> <sup>3</sup>Our alliance with Yahoo! is right in line with the BellSouth tradition of providing a high level of service to our customers,<sup>2</sup> said John Robinson, president of BellSouth.net Inc. <sup>3</sup>Directing users to Yahoo!'s widely popular directory guide through the BellSouth.net service will help ensure that Internet users of all levels have a rewarding experience with our service.<sup>2</sup> BellSouth's telecommunications network covers a nine-state region including Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. BellSouth.net is available today to customers in Atlanta and New Orleans by calling 1-888-4DOTNET toll free. The service will be available to an additional eight markets in BellSouth's territory in October.

#### **About Yahoo!**

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational guide to information and entertainment on the Web. As the first online guide to the Web, Yahoo! is one of the most visible and recognizable names associated with the Internet. Yahoo! provides a context-based directory structure for Internet resources, as well as integrated Alta Vista Web-wide search capabilities. The Company is continuing to develop a global family of Yahoo!-branded media properties in targeted geographic (Yahoo! Japan, UK, Canada, San Francisco Bay Area), subject matter (Yahoo! Internet Life magazine and website) and demographic areas (Yahooligans!, a Web guide for kids). Yahoo! is also developing new services with VISA. Yahoo! can be found on the web at [www.yahoo.com](http://www.yahoo.com). Yahoo! Inc. headquarters are in Santa Clara, California.

#### **About BellSouth**

BellSouth is a \$17.9 billion communication services company. It provides telecommunications wireless communications, directory advertising and publishing and information services to more than 25 million customers in 17 countries worldwide. BellSouth's telecommunications operations provide service over one of the most modern telecommunications networks in the world for nearly 22 million telephone lines in a nine-state region that includes Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

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#### **For more information, press only:**

Jennifer Hwang  
Yahoo!  
408/731-3311  
[jenhwang@yahoo-inc.com](mailto:jenhwang@yahoo-inc.com)

Skye Ketonen  
NRG Public Relations  
415/615-7905  
[skye@nrgpr.com](mailto:skye@nrgpr.com)