



Cybermeals To Deliver Take-Out And Delivery Meals To Yahoo! Users

Yahoo! Joins Forces With cybermeals to Provide Yahoo! Users With a Convenient Way to Order Meals From Local Restaurants

SANTA CLARA, Calif. (BUSINESS WIRE) -- Feb. 17, 1998 -- Yahoo! Inc. and cybermeals, Inc. (www.cybermeals.com), the world's largest online ordering system, today announced that cybermeals will be the premier take-out and delivery service on Yahoo!® (www.yahoo.com), the world's leading Internet guide.

cybermeals represents the next generation of restaurant ordering. With a network of more than 13,000 restaurants nationwide, cybermeals matches patrons with restaurants in their local neighborhoods and enables them to place online orders for takeout or delivery of meals.

Orders are fulfilled through cybermeals' network of participating local restaurants nationwide. cybermeals expects to have more than 25,000 restaurants in the network for its launch on Yahoo!. cybermeals will have a presence in multiple Yahoo! categories and will appear on food-related keyword search result pages.

cybermeals' comprehensive database of restaurant information enables customers to locate restaurants in their neighborhoods, have instant access to full menus and specials, and order food as much as three months in advance.

cybermeals integrates its restaurant database with large-scale, geo-positioning software, Apple's WebObjects, MapQuest data and other proprietary technology to ensure that consumers only see those restaurants from which they can order.

According to Tim Glass, co-founder, president and chief executive officer of cybermeals, "Online ordering is the future of the restaurant business. As the Internet plays a greater role in the average consumer's life, online restaurant ordering is the natural evolution from phone and fax orders."

He went on to say, "By combining the extensive reach of Yahoo! with cybermeals unmatched network and variety of restaurants, we're able to offer Yahoo!'s millions of consumers increased convenience and greater choice in their dining options."

"The Internet is playing an increasingly broader role in the daily lives of people around the world," said Ellen Siminoff, vice president of business development at Yahoo!. "From ordering Chinese take-out to purchasing airline tickets, individuals are incorporating the Internet into the daily activities they used to do off-line.

Working with cybermeals provides our users with a quick and convenient way to order meals online from a vast selection of restaurants in their local area."

About cybermeals (<http://www.cybermeals.com>)

cybermeals, the world's largest online ordering system, offers consumers the opportunity to order takeout or delivery meals from restaurants in their neighborhood free of charge. Since its December 1996 beta test in Boston, New York, San Francisco and Seattle, the service has become available nationwide, with more than 13,000 restaurants under contract and plans to expand internationally in 1998.

cybermeals has been named the exclusive online ordering service for several leading Web sites. cybermeals has also been exclusively endorsed by the National Association of Pizza Operators and the Restaurant Delivery Services Association for online ordering for their respective members.

About Yahoo!

Yahoo! Inc. (NASDAQ:YHOO) is a global Internet media company that offers a network of branded Web programming that serves millions of users daily. As the first online navigational guide to the Web, www.yahoo.com is the single largest guide in terms of traffic, advertising, household and business user reach, and is one of the most recognized brands associated with the Internet.

Yahoo! Inc. provides targeted Internet resources and communications services for a broad range of audiences, based on demographic, key-subject and geographic interests. Yahoo! is headquartered in Santa Clara, Calif.

###