



FindLaw Joins Forces With Yahoo!

Client Development Firm Joins Forces with the Web's Most Popular Site

Mountain View, CA -- Feb. 5, 2002 -- FindLaw, a leading provider of client development services to the legal profession, and Yahoo! Inc. (Nasdaq: [YHOO](#) - [news](#)), a leading global Internet communications, commerce and media company, today announced an agreement to bring new client development opportunities to legal professionals through Yahoo! Yellow Pages and the Yahoo! Directory.

Through the agreement, FindLaw now provides comprehensive directory services that enable lawyers and law firms to reach a broad, new audience of potential clients through the Yahoo! network. This directory service also enables legal professionals to effectively reach prospective clients in their specific geographic and practice areas.

"FindLaw's client development services are the foundation of legal professionals' efforts to attract and retain clients," said Debbie Monroe, general manager of FindLaw. "With the growth of the Internet, lawyer advertising and new marketing techniques, client development has become complicated for law firms. FindLaw simplifies the process. Our new agreement with Yahoo! offers law firms the opportunity to directly and effectively connect with potential clients through the extensive reach of the Yahoo! network."

"Yahoo is committed to providing valuable client development solutions in key vertical markets," said Elizabeth Blair, senior vice president of Yahoo!'s Listings division. "FindLaw's industry-leading online services in the legal marketplace, combined with Yahoo!'s reach and targeted marketing capabilities, offers legal professionals access to prospective clients through bundled services, and helps consumers and businesses easily find legal counsel in their local area."

About FindLaw

FindLaw Inc. (<http://findlaw.com>) is a leading online legal services and information company for the legal community, businesses and individuals. FindLaw includes the highest-trafficked legal Web site, providing comprehensive, plain-English legal information and the Internet's largest lawyer directory to businesses and individuals. For lawyers and legal professionals, FindLaw provides advanced client development and marketing products, tools and resources. In addition, FindLaw offers the most complete information, resources and services for practices and careers, including free case law, an online legal career center, breaking legal news, newsletters, message boards, service directories, continuing legal education and legal search tools.

About Yahoo!

Yahoo! Inc. is a leading global Internet communications, commerce and media company that offers a comprehensive branded network of services to more than 219 million individuals each month 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. Yahoo! is the No. 1 Internet brand globally and reaches the largest audience worldwide. Through Yahoo! Enterprise Solutions, the company also provides online business and enterprise services designed to enhance the productivity and Web presence of Yahoo!'s clients. The company's global Web network includes 24 World properties. Headquartered in Sunnyvale, Calif., Yahoo! has offices in Europe, Asia, Latin America, Australia, Canada and the United States.

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