



## Yahoo! Expands Position In Asia

### Yahoo! Launches Three New Asian Properties

**SANTA CLARA, Calif. -- Jan. 28, 1999** -- Yahoo! Inc. today announced the launch of three new properties in Asia: Yahoo! Singapore ([www.yahoo.com.sg](http://www.yahoo.com.sg)), Yahoo! Taiwan ([www.yahoo.com.tw](http://www.yahoo.com.tw)), and Yahoo! Hong Kong ([www.yahoo.com.hk](http://www.yahoo.com.hk) and [www.english.yahoo.com.hk](http://www.english.yahoo.com.hk)). The move reinforces Yahoo!'s commitment to the development of the region and further expands Yahoo!'s local presence in the area.

"As the Internet comes of age in this region, Yahoo! is once again leading the way with new offerings that are poised to make a major contribution to the sustained growth of Internet usage in Asia," said Savio Chow, managing director, Asia, at Yahoo!. "By expanding our offerings in Asia, we're able to deliver highly targeted audiences to advertisers and a more localized Web experience for users. In addition, having a strong presence on the ground in Asia allows us to run our business locally and better service the needs of users, partners and clients in the region."

The launch of Yahoo! Singapore, Yahoo! Taiwan and Yahoo! Hong Kong brings the total number of Yahoo! properties in the Asia Pacific region to eight, including Japan, Korea, Chinese, Australia & New Zealand and Asia (<http://asia.yahoo.com>), a general, English-language Internet guide for Southeast Asia. Yahoo!'s total number of properties worldwide has now increased to 18.

#### New Yahoo!s for Asia

Yahoo!'s new properties in Asia have been developed with the aim of providing Web users in Singapore, Taiwan and Hong Kong with a comprehensive resource tailored to the specific requirements of each of these three local markets. The combination of local content with the unique ease-of-use of the Yahoo! user interface offers significant added value for advertisers and users in these regions. Each new Internet guide launches with tens of thousands of Web sites catalogued by Yahoo!'s team of experts for each region. The new guides are created in the local language and feature content most relevant to users within each specific country. Yahoo! Hong Kong is offered in both a Chinese and English language version to meet the needs of Hong Kong's bilingual population. In addition to regional Web sites and programming, the new Yahoo! guides also link directly into the original Yahoo! site ([www.yahoo.com](http://www.yahoo.com)) and into Yahoo!'s globally-branded network of 18 world properties. Yahoo! will continue to enhance and develop the properties to meet the demands and needs of users within each region.

#### About Yahoo!

Yahoo! Inc. is a global Internet media company that offers a branded network of comprehensive information, communication and shopping services to millions of users daily. As the first online navigational guide to the Web, [www.yahoo.com](http://www.yahoo.com) is a 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 18 world properties. Yahoo! has offices in Europe, the Asia Pacific and Canada, and is headquartered in Santa Clara, Calif.

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