



Yahoo! Makes Shopping Easier With The Visa Shopping Guide By Yahoo!

Yahoo! Expands Consumer Shopping Services with Convenient Access to On-line Merchants and Resources

SANTA CLARA, Calif. -- September 22, 1997 -- Yahoo! Inc. (NASDAQ: YHOO) today announced the launch of the [Visa Shopping Guide by Yahoo!](http://shopguide.yahoo.com) (shopguide.yahoo.com) a new service that simplifies on-line shopping. The Visa Shopping Guide by Yahoo! features 25 of the most popular product and service categories for on-line shopping, including everything from apparel and travel to toys and outdoor equipment. The Shopping Guide offers consumers the resources they need to make informed shopping decisions and provides a convenient source to quickly find and purchase things both on-line and off-line. Consumers can access the Guide throughout the Yahoo!(R) network of properties, including [Yahoo!'s](http://www.yahoo.com) home page (www.yahoo.com) and through the [Visa](http://www.visa.com) site (www.visa.com).

"The Visa Shopping Guide by Yahoo! brings together top brands and valuable resources for the Web's most popular shopping categories to provide a complete and convenient shopping experience for the consumer," said Jeff Mallett, senior vice president of business operations at Yahoo! Inc. "In addition, the Guide expands Yahoo!'s distribution services to the Web's leading merchants and delivers an ideal platform for advertisers."

Shopping Made Easier

The Visa Shopping Guide is designed to make both on-line and off-line shopping more convenient for the user. For example, consumers looking for mountain biking equipment can use the Bicycles category to research and read reviews on the latest mountain bike gear and equipment from a variety of on-line resources. Once the research is complete, consumers can then browse through the product offerings from merchants and manufacturers available in the Guide to do comparison shopping and make purchases on-line. Additionally, shoppers can go to Yahoo! Yellow Pages from within the Guide to find the closest off-line merchants offering biking equipment.

Guide to Merchants and Resources

The Visa Shopping Guide by Yahoo! provides access to thousands of on-line and off-line merchants, including top consumer brands and leading on-line companies such as Amazon.com and CDNow. Within each category is a "Merchant Spotlight", featuring a different merchant with a broad selection of products that users can browse through to make a purchase quickly and conveniently.

Shoppers can also research products, pricing and brands through product reviews, comparisons and other information found in trusted resources such as the Kelley Blue Book for researching used auto values. Consumers can also find advice and tips for shopping in general from the Better Business Bureau, the Consumer Information Center and other resources.

Each Web site in the Shopping Guide is reviewed by Yahoo!'s team of experts for quality of on-line shopping experience and placed in the appropriate category with a description, if necessary, so that users can easily and quickly find the sites that are relevant to them.

About Yahoo!

Yahoo! Inc. (NASDAQ:YHOO) is an Internet media company that offers a network of globally-branded properties, specialty programming, and aggregated content distributed primarily on the Web, serving business professionals and consumers. As the first online navigational guide to the Web, www.yahoo.com is the single largest guide in terms of traffic, advertising, and household reach, and is one of the most recognized brands associated with the Internet. Yahoo! Inc. continues to develop a family of community services, including Yahoo! Chat, Classifieds, and Yellow Pages, along with targeted Internet guides for geographic audiences (Yahoo! Japan, UK & Ireland, France, Germany, Canada, Australia & New Zealand, Korea, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington, D.C., Boston, Austin, Seattle, Dallas/Fort Worth, Atlanta, Minneapolis/St. Paul, Miami); shared-interest audiences (Yahoo! Internet Life magazine and Web site, Yahoo! Finance, Yahoo! News, Yahoo! Sports and unfURLedTM, MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!(R), a Web guide for kidsTM; and Beatrice's Web GuideTM for women). Yahoo! Inc. is headquartered in Santa Clara, Calif., and can be found on the Web at www.yahoo.com.

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