



Yahoo! New York Takes The Big Apple Online

Yahoo!'s newest regional guide offers inside view to New York lifestyle

SANTA CLARA, CA -- September 9, 1996 -- Yahoo! today announced [Yahoo! New York \(http://www.ny.yahoo.com\)](http://www.ny.yahoo.com), the latest in its series of regional guides. Yahoo! New York is the most up-to-the-minute and intuitive way to access information about the greater New York area for people living, traveling and interested in New York. Building on the success of Yahoo! San Francisco Bay Area and Yahoo! Los Angeles, Yahoo! New York combines content from local and national providers with communications services such as bulletin boards and classified ads, creating an online information resource and community forum free of charge for users. The range of content gives Yahoo! New York a true perspective on New York and highlights the city's many communities and lifestyles.

"Yahoo! is continuing to work towards creating a true sense of community online with its regional sites," said Jeff Mallett, senior vice president of business operations at Yahoo!. "By partnering with both national content providers as well as local individuals and groups within the New York community, Yahoo! New York provides a comprehensive community resource as well as an online outlet for free expression."

Yahoo! New York Features

[Yahoo! New York](#) is a regional extension of the information and service already provided for the New York area through the popular main Yahoo! site. This new Yahoo! guide offers users access to more than 6,000 sites that cover the greater New York City area including the five boroughs, Long Island, Westchester, Rockland, Fairfield County in Connecticut and parts of northern New Jersey. Similar to main Yahoo!, Yahoo! New York is intuitively organized into fourteen key categories – [Manhattan Life](#), [Business and Stocks](#), [Classifieds](#), [Community](#), [Education](#), [Employment](#), [Entertainment and Arts](#), [Maps and Views](#), [News](#), [People](#), [Real Estate](#), [Sports and Recreation](#), [Transportation](#). Content tailored specifically for New York also appears within each category:

- The [Manhattan Life](#) category provides a wealth of information and links to sites about cultures, dance, fashion, fine arts, lesbian and gay life, shopping, music neighborhood guides, theater and Wall Street. For example, Paper Magazine's "Hot Tips" to the hippest underground "stuff" in the New York area can be found under Manhattan Life.
- In the [Fashion](#) sub-category, users can research the history of the bikini or locate the hottest design studios. The Fashion area also features a "Model of the Month" site, showcasing a different supermodel each month.
- Under the [Wall Street](#) subcategory is information on business schools, newsletters and financing as well as on exchanges, investment banks and other related topics.
- For the latest in New York celebrity and society gossip, users can read the New York Daily News' "[Daily Dish](#)" column under People.
- Individuals looking for companions with similar interests can post and answer [personal ads](#) confidentially in Classifieds.

In addition to entertainment, information and news, Yahoo! New York also provides free communications services such as bulletin boards, personal ads and classifieds including real estate, automotive and employment listings from regional and national companies such as Allcars.com, Manpower, Land Rover of Glen Cove, For Sale By Owner, HomeNetTM and Brown, Harris, Stevens. As with the other regional sites, Yahoo! New York also features Yellow Pages, White Pages and Interactive Maps that can be used together to locate businesses and individuals within the area down to the neighborhood and nearest cross streets.

"The classifieds, personals, Yellow Pages, White Pages and Interactive Maps have proven to be some of the most popular features on Yahoo! SF Bay Area and Yahoo! Los Angeles," said Ellen Siminoff, director of communities at Yahoo!. "Moving forward, Yahoo! strives to further enhance the community experience through new and improved services that facilitate communication and make people's daily lives easier."

Yahoo! Partners

Yahoo! is working with more than 35 partners to provide content for Yahoo! New York. News and features are being provided by WCBS-TV, WCBS Newsradio 88, the New York Daily News, the Regional News Network, Paper Magazine and the Southampton Press. The Village Voice is supplying Yahoo! New York with an essential guide to New York at night. Theater listings for New York as well as the rest of the nation and London, England are being supplied by Playbill, and bestseller's lists and a schedule of author appearances in New York City and across the country are being provided by BookWire/Publisher's Weekly. Fodor's, publishers of the well known international travel guides, is providing New York lodging and restaurant information while leading traffic information provider, Shadow Traffic, is contributing traffic reports. In addition, ESPN Sportsticker is supplying coverage of local and national sports teams to the site.

Advertising Opportunities

Yahoo! New York, as with all of Yahoo!'s regional sites, provide advertisers with an ideal opportunity to reach targeted audiences within a region. Initial advertisers for Yahoo! New York include Otec, Chase Bank and the New York Information Technology Center.

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 AltaVista 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, Los Angeles, New York), 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. Yahoo! Inc. headquarters are in Santa Clara, California.

###

For more information:

Blaise Simpson
NRG Public Relations
blaise@nrgpr.com
(415) 827-7065

Jennifer Hwang
Yahoo! Inc.
jenhwang@yahoo-inc.com
(408) 731-3362