



"Whose Client Wants To Be A Millionaire?" Advertising Contest Launches On Yahoo!

Winner to Receive One Million Dollars Worth of Yahoo! Advertising Space

Judging Panel Includes Industry Veterans Jeff Goodby, Paul Kurnit, Tom Messner, Ellen Oppenheim and Lynn Bolger

SANTA CLARA, Calif. -- June 19, 2000 -- Want to win your client an advertising campaign worth one million dollars on Yahoo! without costing them a cent? Now's your chance! Yahoo! (Nasdaq: YHOO) today announced the launch of the "Whose Client Wants to be a Millionaire?" contest, which offers advertising agencies and in-house advertising departments the opportunity to compete to win \$1,000,000 worth of advertising on the Yahoo!® network. Submissions will be accepted through August 15, 2000. The most innovative concept will be selected by a judging panel of advertising industry luminaries. The winner will be announced on Yahoo! and in AdWeek, MediaWeek and BrandWeek prior to October 2, 2000.

"Advertising agencies are the marketing innovators of the industry, and we hope this contest will be a huge step in enabling the agencies' media and creative teams to work together and experience the power and capabilities of online media. This contest is unique in that it requires the creative and media teams to work together towards a finished product, and we think the integration of these two disciplines is essential to effective online marketing," said Murray Gaylord, director of Yahoo! Fusion Marketing. "In addition, we are extremely pleased to have leaders and innovators from the creative, media and account management sides of the business participating on our judging panel."

"Yahoo!'s 'Whose Client Wants to be a Millionaire' contest is an excellent way to bring awareness to the medium and enable advertisers to consider the capabilities of customized online campaigns," said Paul Kurnit, president and chief operating officer, Griffin Bacal Inc. "The Internet is a powerful advertising vehicle and all of us need to think about how to integrate online campaigns into our strategic media planning."

Yahoo! It's Your Final Answer

Contest entrants are required to develop the media and creative components of an integrated online marketing campaign using Yahoo! Fusion Marketing, an integrated set of sales and marketing tools built on Yahoo!'s superior environment and huge, global audience. Each campaign must include use of Yahoo! Broadcast as a media type. Submissions are limited to one per brand, per advertising agency or in-house advertising group. Entry forms and contest details are available at <http://fusion.yahoo.com>.

Here Comes the Judge(s)

A panel of advertising veterans from a variety of companies and backgrounds will evaluate entries and select the contest winner. Confirmed judges include:

- Lynn Bolger, director of new media, Initiative Media
- Jeff Goodby, co-chairman, Goodby Silverstein & Partners
- Paul Kurnit, president & CEO, Griffin Bacal Inc.
- Tom Messner, partner, Messner Vetere Berger McNamee Schmetterer/Euro RSCG
- Ellen Oppenheim, senior vice president, media director, Foote Cone Belding New York

And That's Not All...

In addition to receiving one million dollars worth of advertising on Yahoo! for the agency's client, the winning team will be recognized on Yahoo! and in Adweek, MediaWeek and BrandWeek. The winners will also receive a trip to New York City to attend the taping of the top-rated TV game show "Who Wants to be a Millionaire?"

Yahoo! Fusion Marketing is the one place any company needs to go to find any audience, connect with anyone, and sell anything. Yahoo! Fusion Marketing is an integrated set of sales and marketing tools built on Yahoo!'s superior environment and huge, global audience. Yahoo! Fusion Marketing consists of innovative, interactive marketing programs designed to provide one-stop shopping for companies seeking to secure a measurable Internet presence.

About Yahoo!

Yahoo! Inc. is a global Internet communications, commerce and media company that offers a comprehensive branded network of services to more than 145 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, and is one of the most recognized brands associated with the Internet. The company also provides online business

services designed to enhance the Web presence of Yahoo!'s clients, including audio and video streaming, store hosting and management, and Web site tools and services. The company's global Web network includes 22 local World properties outside the United States. Yahoo! has offices in Europe, the Asia Pacific, Latin America, Canada and the United States, and is headquartered in Santa Clara, Calif.

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