



## **America Movil and Yahoo! Partner to Bring Mobile Search and Compelling Mobile Services to Millions of Consumers Across 16 Countries in Latin America**

### **America Movil Selects Yahoo! oneSearch(TM) as the Preferred Search Service for Its Wireless Properties; Companies Also Make Mobile Web Products Available**

SUNNYVALE, Calif. & MEXICO CITY, Dec 20, 2007 (BUSINESS WIRE) -- America Movil (BMV:AMX) (NYSE:AMX) (Nasdaq:AMOV) (Latibex:XAMXL), the leading wireless services provider in Latin America, and Yahoo! Inc. (Nasdaq:YHOO), a leading global Internet company, today announced a new strategic global partnership providing a framework for making Yahoo!'s industry leading mobile services available to millions of consumers in 16 countries throughout Latin America and the Caribbean. The agreement sets the stage for Yahoo! oneSearch to be the preferred mobile search service on America Movil's diverse wireless carriers' portals and prominent placement of links on the carrier portal to Yahoo!'s Mobile Web properties.

Under the global framework agreement, oneSearch, Yahoo!'s industry leading mobile search product, will be the default mobile search service on America Movil's wireless carriers' portals, making it easier for consumers to find relevant answers to search queries on their mobile devices. In the coming months, Yahoo! will customize and deploy localized versions of oneSearch for each region, integrating America Movil's wireless carriers' content and tailoring the experience to best meet the needs of each country's consumer audience.

Yahoo! oneSearch delivers a search experience specifically designed for the mobile phone by delivering relevant results and instant answers in a user-friendly interface, thereby removing the need for consumers to navigate through a sea of PC Web links. oneSearch provides consumers access to news, financial information, weather conditions, flickr(TM) photos, Web images, and Web and Mobile Web sites.

Together, America Movil and Yahoo! are enhancing the experience for consumers on mobile devices. Over the coming months, the two companies will look to bring additional Yahoo! products and services to mobile devices.

"Fostering deep relationships with mobile innovators like Yahoo! is an essential part of our mobile strategy," Luis Cosio, value added services director of America Movil, stated. "With our mobile leadership in Latin America combined with Yahoo!'s expertise in mobile Internet services, we are delivering compelling mobile experiences for consumers and driving further adoption of the mobile Internet."

"Our partnerships with leading global operators like America Movil are essential to expanding Yahoo!'s mobile reach and demonstrates our commitment to working with partners to enhance consumers' mobile Internet experience," said Bruce Stewart, vice president and general manager, Connected Life Americas, Yahoo!. "By providing compelling mobile experiences and continuing to partner with key operators to provide services tailored for their customers, we can grow usage of the mobile Internet, create new revenue streams and extend our leadership in mobile services."

The strategic partnership with America Movil is Yahoo!'s largest mobile search deal with an operator to date, building on twenty previous partnerships with mobile operators globally and reinforcing Yahoo!'s strong leadership position in mobile audience reach, mobile search services and mobile advertising. Yahoo! oneSearch is now available in 19 countries around the world, and first launched in the United States in January 2007. For information on oneSearch, Yahoo! Go and Yahoo!'s other mobile products please visit <http://mobile.yahoo.com>.

#### About America Movil

America Movil (AMX) is the leading provider of wireless services in Latin America. As of September 30, 2007, it had 143 million wireless subscribers and 3.8 million landlines in the Americas.

#### About Yahoo!

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! is focused on powering its communities of users, advertisers, publishers, and developers by creating indispensable experiences built on trust. Yahoo! is headquartered in Sunnyvale, California.

For more information on Yahoo! Mobile please visit <http://mobile.yahoo.com>.

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