



## **Yahoo! Shopping Turns On Liquid Muze Previews**

### **Song Clips Also Available on Yahoo! Music Along With Three New Music Genres**

**SANTA CLARA, Calif. -- Nov. 15, 1999** -- Yahoo! Inc. (Nasdaq: YHOO), a leading global Internet media company, today announced that Yahoo!® Shopping (<http://shopping.yahoo.com>) has integrated Liquid® Muze Previews, a library of audio samples that allows users to listen to music before making a decision to purchase the tape or CD. Music lovers can now enjoy preview clips of more than one million song titles, which are being provided through the collaborative efforts of Liquid Audio, Inc. (Nasdaq: LQID) and Muze. Yahoo! Music (<http://music.yahoo.com>), a primary resource for music news on the Web, also has music clips available along with three new music genres-Country, Jazz & Blues, and Urban & Electronica.

"Whether users are researching music or intent on making an online purchase, the addition of Liquid Muze Previews to Yahoo! Shopping and Yahoo! Music helps them make informed buying decisions while also being entertained," said John Briggs, director of commerce, Yahoo! Inc. "We're glad to be making the song clips available to our global audience of music lovers and listeners who benefit from this service."

#### **Preview Every Song on the Album**

Liquid Muze Previews delivers streaming, CD-quality samples on both Yahoo! Shopping and Yahoo! Music for every song on an album using either Liquid Audio's Liquid® Player software or the Real Networks RealPlayer G2 through a Liquid® plug-in. Users can listen to either 30-second Rock & Pop and Country samples or 60-second Classical and Jazz previews, and can hear new albums on their release day.

Muze, a leading supplier of music, books, and video information to major online and in-store retailers, has been a charter provider of content to Yahoo! Music and recent supplier of content to Yahoo! Shopping. Liquid Audio, a leading provider of services and software for the digital delivery of CD-quality music, has had a relationship with Yahoo! since the August launch of Yahoo! Digital (<http://digital.yahoo.com>), on which Liquid Audio is selling its full catalog of music downloads.

#### **Genre Jams**

Yahoo! Music also has expanded its music offering with the addition of Country, Jazz & Blues, and Urban & Electronica genres. Several top providers are supplying content, including Billboard, Country.com, CountryCool.com, CMJ, Guitar.com, Jazz Online, X-Radio, OnRadio, which includes VIBE and Spin magazines, and Tunes.com, which includes DownBeatJazz.com, RollingStone.com, and TheSource.com. In the near future, content from OnRadio's Blaze Magazine will also be incorporated. Yahoo! Music includes artist news, album reviews, charts, a variety of shopping opportunities, cross-referenced artist biographies and discographies, as well as a searchable database that contains information on more than 67,000 performers, 220,000 albums, and 1.8 million songs.

#### **About Yahoo!**

Yahoo! Inc. is a global Internet media company that offers a branded network of media, commerce, and communication services to more than 100 million users worldwide. As the first online navigational guide to the Web, [www.yahoo.com](http://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 Yahoo!'s clients' Web services, including audio and video streaming, store hosting and management, and Web site tools and services. The company's global Web network includes 21 World properties. 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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