



## Yahoo! Opens Yahoo! Geocities

### Yahoo! Welcomes the GeoCommunity; GeoCities Publishing Tools Now Part of the Yahoo! Global Network

**SANTA CLARA, Calif. -- June 28, 1999** -- Yahoo! Inc. (Nasdaq: YHOO) today announced it has completed the first phase of integration of GeoCities, the Web's leader in personal publishing tools and communities, and unveiled Yahoo!® GeoCities ([www.geocities.com](http://www.geocities.com)), the place to build a home on the Internet.

Beginning today, GeoCities' more than 4.6 million homesteaders easily can become part of the Yahoo! Network with access to all of the benefits of Yahoo!'s universal registered services, including My Yahoo!, Yahoo! Auctions, Yahoo! Mail, Yahoo! Shopping, Yahoo! Travel, and more. In addition, the newly redesigned Yahoo! GeoCities' intuitive interface enables users to quickly find what they are looking for, whether building a new home page or visiting an established, online neighborhood. Users also have the opportunity to try out Yahoo! PageBuilder, a Java-based, Web-publishing solution, allowing the novice or the advanced user to build home pages without any prior knowledge of HTML. Yahoo! PageBuilder is currently available in beta and should debut in the coming months.

"This is a clear win-win situation for the GeoCities homesteaders and Yahoo! users. The homesteaders now have access to Yahoo!'s robust communication and community tools. Similarly, Yahoo! users now have access to home page publishing tools under their existing Yahoo! ID," said Tim Brady, vice president and executive producer, Yahoo!. "As we continue to further integrate Yahoo! and GeoCities, we will offer an expanded suite of publishing tools and community services to anyone wanting to build and maintain a home on the Web."

#### One-Time-Only Registration

Through Yahoo! GeoCities' combined registration service, users have increased flexibility and power to publish, edit, and manage a home page.

- New to Yahoo! and GeoCities - New Yahoo! or GeoCities users can get started simply by registering with Yahoo! GeoCities at [www.geocities.com](http://www.geocities.com). From here, select a neighborhood, and start building a home page on the Web and accessing the extensive suite of Yahoo! services.
- Registered Yahoo! User - Current registered Yahoo! users can go directly to [www.geocities.com](http://www.geocities.com), click "Get A Free Homepage," pick a neighborhood, and get started.
- Existing GeoCities Members - Current GeoCities members can log onto [www.geocities.com](http://www.geocities.com) and follow the step-by-step instructions for the Yahoo! universal registration process. For current GeoCities users who also have a Yahoo! ID, they can combine their Yahoo! and GeoCities accounts under their existing Yahoo! ID. This offers them easy and immediate access to building and editing pages and to all of Yahoo!'s services. Current GeoCities users who do not have a Yahoo! ID will be able to establish a Yahoo! ID.

Once set up with Yahoo!, users will have access to all of Yahoo!'s registered properties. In addition, they will only have to sign on once during the course of a session to manage their Web site, check e-mail, participate in chats, and more.

#### Home, Home on the Web

"Geocities has grown tremendously since I first became a homesteader. It has gone from having just a few neighborhoods and suburbs to being a part of Yahoo! - the Web's largest global community. The integration process between the two companies has gone very smoothly, and the benefits are endless," said Cindy Moschner, Yahoo! GeoCities homesteader. "Yahoo! has always been one of my favorite sites to use because it's easy to find what you're looking for, there are so many resources, and there is so much to do. By building on the GeoCities tools, offering new features, and connecting users to the services in their global network, Yahoo! makes it quite easy to help anyone build a home on the Web. I anticipate being able to reach even more people in the future through Yahoo! GeoCities."

#### Keep in Touch with Everyone

To build on the functionality afforded by GeoCities, Yahoo! Mail now offers free POP Mail and Forwarding through Yahoo! Mail (<http://mail.yahoo.com>), a free, Web-based, e-mail service for Internet users. This means that GeoCities members who have a [geocities.com](http://www.geocities.com) e-mail address will still be able to receive their e-mail through Yahoo! Mail and can now read, compose, send and access e-mail from any Internet-connected computer anywhere in the world. For GeoCities members who already have GeoMail accounts, their GeoCities e-mail address will not change, so that friends, family, and acquaintances can still reach them.

#### Won't You Be My Neighbor

As part of the launch of the integrated community service, Yahoo! GeoCities users have access to an enhanced, "point-and-click" publishing tool through Yahoo! PageBuilder. The new publishing service, which is now available in

beta and is expected to debut later in the year, enables users with no knowledge of HTML to build home pages. Consumers can also use existing tools including GeoBuilder, an easy-to-use, Java-based tool, perfect for those just starting out, and File Manager for the more experienced home page builder familiar with HTML.

In the coming weeks, registered users should also be able to enhance their sites by adding popular Yahoo! services such as chat and message boards to their home pages through a simple "drag-and-drop" process, offering a forum for real-time conversation, as well as a place to pose questions, share stories, exchange advice, and foster a sense of community. Moving forward, Yahoo! plans to integrate several new services into Yahoo! GeoCities' publishing environment to offer faster access to files and page editing, images, community tools, and more. Further empowering users on the Web, Yahoo! plans to enable homesteaders to add rich and dynamic content aggregated by Yahoo! to their home pages, including sports scores, weather, news stories, auction information, portfolios, and more.

#### **About Yahoo!**

Yahoo! Inc. (Nasdaq: YHOO) is a global Internet media company that offers a branded network of comprehensive information, communication and shopping services to 60 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's global Web network includes 19 World properties. Yahoo! has offices in Europe, the Asia Pacific, South America, Canada and the United States, and is headquartered in Santa Clara, Calif.

This announcement contains forward-looking statements that involve risks and uncertainties including the ability to successfully integrate the Yahoo! and GeoCities Web properties, and to realize the synergies and other perceived advantages resulting from this integration, including Yahoo!'s ability to grow its user and advertiser bases and to achieve expectations for anticipated financial results based on the combined entity. More information about potential factors that could affect Yahoo!'s ability to make this integration successful and continue to grow the business are included in Yahoo!'s Annual Report on Form 10-K for the year ended Dec. 31, 1998, as amended, and Yahoo!'s quarterly report on Form 10-Q for the three months ended March 31, 1999 including, without limitation, under the captions, "Management's Discussion and Analysis of Financial Condition and Results of Operations," "Risk Factors," "Competition," and "Proprietary Rights," which are on file with the Securities and Exchange Commission. In addition, information about this transaction is included in the Proxy Statement/Prospectus on Form S-4/A filed with the Securities and Exchange Commission (<http://www.sec.gov>) on April 29, 1999.

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