



Yahoo! Inc. Rolls Out First Local Web Guide

Yahoo! San Francisco Bay Area Goes Live Today

SUNNYVALE, CA -- June 24, 1996 -- Yahoo! San Francisco Bay Area (www.sfbay.yahoo.com), announced today, is a comprehensive online guide with a unique combination of three elements: a wealth of local web content, news and entertainment programming from leading local media, and free communication services, such as bulletin boards, classifieds, yellow pages, white pages and interactive maps. As the leading Internet guide, Yahoo! is leveraging one of its key strengths, which is delivering information on all levels, from global, to national and local.

Yahoo! San Francisco Bay Area, serving over 120 cities, is first in a series of local versions scheduled for this year. Similar to the popular, global Yahoo! guide, the local versions provide a fun and easy way to browse a comprehensive index of sites hand-picked for residents and travelers. "Our objective is to create a forum reflecting the local spirit of the community," said Jeff Mallett, Senior Vice President of Business Operations, Yahoo! Inc. "These forums will allow diverse voices to express all perspectives from within a community, from individual contributors, to neighborhood groups and institutions."

Content and Partners

Yahoo! SF Bay Area features content contributed and published by individuals including personal pages and resumes, as well as content from local media. In the Bay Area, Yahoo! has over 60 initial partners including:

- CBS affiliate, KPIX provides award-winning news, traffic and "traffic cams."
- The top weekly newspaper, San Francisco Bay Guardian, provides an events calendar.
- Fodor's guides showcase top restaurants and lodging.
- Leading lesbian and gay publication, Lavender Pages provides a business directory.

Free Communications Services

Yahoo! SF Bay Area is also designed to foster communication throughout the community with a broad set of free services. Yahoo! SF Bay Area will launch classified advertising with over 20,000 listings for employment, real estate, automotive and personals. Real estate listings will be provided by The California Association of Realtors with local Multiple Listing Services (MLS), and leading realtors Alain Pinel, Cornish and Carey, and Oakwood Apartments.

The Bay Area's largest auto dealers, such as Century-Davidson and Saturn of Oakland will provide automotive ads, and companies such as Hewlett-Packard, Levi Strauss, Cisco Systems, and Silicon Graphics will list their employment opportunities.

Also with the Bay Area site, Yahoo! is launching its first integrated service that allow users to locate people and businesses, combining over 300,000 business listings, residential directories and interactive maps. Also on a local level, Yahoo! bulletin boards provide a popular way for Bay Area residents to communicate.

Local Online Advertising

Yahoo! SF Bay Area gives local businesses a cost-effective way to advertise online, and delivers an attractive market to national advertisers. Initial advertisers include Wells Fargo, Alain Pinel, Cornish & Carey, and Bank of America.

Cross-Promotion

Yahoo!'s partnerships have yielded a range of cross-marketing opportunities. KPIX TV will feature Yahoo! web content during newscasts to enhance its top stories and will promote Yahoo! SF Bay Area with commercial time. ABC affiliate KNTV will also be integrating Yahoo! into its newscasts and will direct users to relevant Silicon Valley sites. Other cross-promotion partners include public television and radio broadcaster KQED, The San Francisco Giants, the SF Bay Guardian, Preview Vacations and the International Lesbian and Gay Film Festival.

About Yahoo!

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational service that is among the most widely-used guides 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 a Web-wide search engine. The Company is continuing to develop a global family of Yahoo!-branded media properties in targeted geographic (Yahoo! Japan, UK, France, Germany, Canada, San Francisco Bay Area), 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, and DEC's Alta Vista

search technology. Yahoo! can be found on the web at www.yahoo.com. Yahoo! Inc. headquarters are in Sunnyvale, California.

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For more information, please contact:

Karen Edwards
karen@yahoo-inc.com
(408) 328-3311

Skye Ketonen
NRG Public Relations
(415) 615-7905