



Yahoo! Shopping and CNET Channel Sign Expanded Content Agreement to Provide the New Yahoo! Shopping Platform With Rich Product Content

San Francisco, CA -- Jan. 23, 2002 -- CNET Networks, Inc. (Nasdaq: [CNET - news](#)) today announced that its CNET Channel business unit has renewed and expanded its relationship with Yahoo! Inc. (Nasdaq: [YHOO - news](#)) through which it provides DataSource(TM), CNET Channel's comprehensive technology product information service to the new Yahoo! Shopping network (<http://shopping.yahoo.com>). Underscoring the success of their initial relationship, this expanded contract enables consumers to use the timely, searchable and categorized technology product information across all of Yahoo!'s e-commerce sites, including Shopping, Auctions, Classifieds and Warehouse.

"This renewed relationship reinforces the value CNET Channel brings to the companies with whom we do business, helping them focus on serving their users rather than on the time-consuming process of building and updating product databases," said Albert de Heer, president, CNET Channel. "With Transactive Product Data(TM) (TPD) as the foundation of our offerings, CNET Channel has effectively produced the IT industry benchmark for product information. As a result, we've created a large and powerful community of buyers that rely on TPD to make their purchasing decisions."

CNET Channel's DataSource is a product catalog maintenance service that transforms, on demand, the customer's product portfolio into TPD. With TPD, CNET Channel has defined within the industry how IT products are categorized, described and documented to deliver valuable information to help users make well informed buying decisions and purchases. Developed by CNET Channel, TPD is one of the world's most viewed product information by both offline and online IT channel players, reaching a vast community of over 150 million IT buyers worldwide through the companies with which it does business.

"Technology products are constantly changing and today's buyers turn to the Internet to gather the latest information and compare products to make the smartest possible purchase decisions," said Rob Solomon, senior vice president, Yahoo! Commerce. "CNET Channel data has contributed to our Yahoo! Shopping site's success and popularity among shoppers, while enabling us to create cost efficiencies by outsourcing the enormous task of creating and updating such an expansive product database."

More information on CNET Channel can be found at www.cnetchannel.com.

About CNET Networks

CNET Networks, Inc. is the global source of information and commerce services for the technology industry. As a top 10 Internet company with established Web sites in 20 countries and content in 18 languages, CNET Networks connects buyers, sellers and suppliers throughout the IT supply chain with award-winning content via the Web, wireless devices, broadband, radio and print. Its respected brand portfolio includes CNET, ZDNet, TechRepublic, mySimon, News.com, download.com, shopper.com, Computer Shopper magazine, CNET Radio, and CNET Channel. The company's vision is to educate and empower people and businesses by unlocking the potential of the technology world to make things easier and faster, and by helping them make smarter buying decisions.

About Yahoo!

Yahoo! Inc. is a leading global Internet communications, commerce and media company that offers a comprehensive branded network of services to more than 219 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. Yahoo! is the No. 1 Internet brand globally and reaches the largest audience worldwide. Through Yahoo! Enterprise Solutions, the company also provides online business and enterprise services designed to enhance the productivity and Web presence of Yahoo!'s clients. The company's global Web network includes 24 World properties. Headquartered in Sunnyvale, Calif., Yahoo! has offices in Europe, Asia, Latin America, Australia, Canada and the United States.

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