



Yahooligans! Gets Bigger!

New Educational and Entertainment Content Offered for Everyone from Kids and Pre-Teens to Parents and Teachers

SANTA CLARA, Calif. -- October 19, 1998 -- Kids are back at school for another year, but something is different. Yahooligans!® (<http://www.yahooligans.com>), Yahoo!'s award-winning Web guide for kids ages 7 - 12, has just added a number of cool, educational and entertainment features. These new services include a Teacher's Guide and information adults should know about surfing the Web with kids, comprehensive reference information, multimedia graphics and sounds for kids who want to add pizzazz to homework and reports, links to live video cameras from around the world, and Earl - an online Web explorer and useful guide through Yahooligans!. With content and links for just about everything, Yahooligans! continues to be a valuable resource for safe, friendly, kid-appropriate sites on the Web. Yahooligans! recently received FamilyPC Magazine's "Best of the Web Award," and was ranked the number one Internet navigational guide for kids (July/August 1998).

"Today's children are growing up in an information age unlike any other, and the Internet can help parents and educators raise more responsible and informed citizens," said Rob McHugh, senior producer, Yahooligans!. "The new content on Yahooligans! is designed to encourage children to become more familiar with the Internet, as well as offer a safe, fun, educational and entertaining resource in a central place where children, their parents, and their teachers, can feel comfortable."

"I recently set up Yahooligans! as the default home page on all the Macintosh computers in my K-5 computer lab. I want my students to use Yahooligans! as their starting place each time they surf the Internet because it's a good springboard and it offers informative, up-to-date, and safe sites," said Barbara L. Cohen, technology coordinator at The Phillips Brooks School in Menlo Park, California. "I am especially impressed with the new Downloader feature, where kids can access pictures and sounds. I also like the Big Picture feature, which highlights upcoming holidays and current events, such as Halloween and Black History Month. It provides a great way for me to direct classroom teachers to relevant Web sites that fit with the curriculum they are using in their classrooms."

More Than Just Child's Play - New Features Include:

- **Information for Teachers and Parents** - Yahooligans!, which is designed around national and state curriculum standards, now features a Teacher's Guide, describing how to build lesson plans using Yahooligans! and the Web. This area also offers adults useful advice on how to use Yahooligans!, how to keep kids safe while surfing, sites worth exploring, and related Yahooligans! categories.
- **Kids' Almanac** - Created by Information Please®, the premier provider of free reference information online, Kids' Almanac is the place to find answers to questions about everything from the smallest animal to the most distant star. Helpful for doing homework and entertaining to explore, this content-rich area offers millions of fun facts on a wide range of topics.
- **This Day in History** - Created by The History Channel, This Day in History is a fun feature helping kids discover interesting historical facts about world events.
- **Downloader** - With thousands of pictures and hundreds of sounds and videos, kids can find what they want on the Web using this new feature. From bugs and burps to worms and wrestling, Downloader serves up special content from Funk & Wagnall's Encyclopedia, the Yuckiest Site on the Internet, and World Championship Wrestling.
- **EarthCam for Kids** - Watching Pandas from the Giant Research Station at the San Diego Zoo or visiting NASA's Kennedy Space Center launch pad is easy. By teaming up with EarthCam, a leader in Webcasting technology, Yahooligans! connects users with an extensive collection of live video cameras on the Internet. Twice a month, EarthCam also selects the top 10 educational sites worldwide and brings these directly to kids.
- **Earl's WURLd** - Exploring Yahooligans! can be even more fun with Earl, the rambling Web wanderer. As the special guide to Yahooligans!, Earl introduces users to fun sites along the Web and helps uncover super sites for kids. Along with his feline buddy, Stray Kat, Earl also puts users in touch with tools for adding creativity to school reports or homework assignments.
- **The Big Picture** - Looking for the latest on current events and historical happenings? Visit The Big Picture, where Yahooligans! surfers have gathered safe and informative sites, news and resources on an array of interesting and timely subject matter. For example, The Big Picture for Halloween features everything from costume ideas and pumpkin carving tips to trick or treating safety advice and the history of Halloween.
- **Net Events** - Find out what's happening live on the Web with Yahooligans! Net Events. Organized by topic, date, and time, Net Events points to Web events such as chats and forums, so that kids can meet their

favorite athletes and celebrities, follow the adventures of explorers, view photos from around the world, 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 millions of users daily. As the first online navigational guide to the Web, www.yahoo.com is the single largest 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 has 14 international Web properties outside the United States. Yahoo! has offices in Europe, the Asia Pacific and Canada and is headquartered in Santa Clara, Calif.

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