



Yahoo!'S Traffic Reaches One Billion Page Views In Q3 '96

SANTA CLARA, CA -- October 1, 1996 -- Yahoo!, Inc. (NASDAQ: YHOO) today announced that the popular Web site, www.yahoo.com, reached a landmark one billion page views for the quarter just ended September 30, 1996. This announcement comes on the heels of the release of PC Meter's Third Quarter Sweeps results, ranking Yahoo! in first place amongst the Internet search engine and directory companies.

Yahoo! also announced that its traffic increased to an average of 14 million page views per day in September 1996, compared to an average of 9 million page views per day in June 1996. A page view is defined as one electronic page of information displayed in response to a user request.

"Yahoo!'s growth is fueled by new content that appeals to loyal and new Web users alike," said Jeff Mallett, senior vice president of business operations at Yahoo! Popular new areas of the Yahoo! site include enhanced Yellow Pages, PeopleSearch, interactive maps, personal finance services, company news and profiles, lesbian and gay news, weather services, sports scores and news feeds.

In addition, Yahoo! has formed strategic partnerships over the past few months with the leaders in technology and media such as Microsoft, BellSouth, the Village Voice, WCBS, Billboard, the Hollywood Reporter, Digital Equipment Corp. and Granite Broadcasting.

About Yahoo!

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational guide 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 integrated Alta Vista Web-wide search capabilities. The Company is continuing to develop a global family of Yahoo!-branded media properties in targeted geographic (Yahoo! Japan, UK, Canada, San Francisco Bay Area, Los Angeles, New York), subject matter (Yahoo! Internet Life magazine and Web site) and demographic areas (Yahooligans!, a Web guide for kids). Yahoo! is also developing new services with VISA. Yahoo! can be found on the Web at www.yahoo.com. Yahoo! Inc. headquarters are in Santa Clara, California.

###

For more information:

Blaise Simpson
NRG Public Relations
blaise@nrgpr.com
(415) 827-7065

Jennifer Hwang
Yahoo! Inc.
jenhwang@yahoo-inc.com
(408) 731-3362