



Web Users Create Their Own Yahoo!

"My Yahoo!" Narrowcasts To Each User, Delivers Information They Want

SUNNYVALE, CA -- July 15, 1996 -- Yahoo! Inc.(NASDAQ: YHOO) today announced My Yahoo! (<http://my.yahoo.com>) which directly delivers a user's favorite World Wide Web sites, news and content feeds from Yahoo!'s rich and comprehensive Internet guide. Users benefit by being notified of new websites, and news related to their interests. By introducing relevant programming to each user, My Yahoo! creates a one-to-one relationship between Yahoo! and its viewers.

Widely recognized as having the best known brand name on the Web, Yahoo! has a loyal following worldwide. "My Yahoo! will engender continued user loyalty, said Tim Koogle, CEO and President, Yahoo! Inc. "Allowing users to customize a product like Yahoo, with which they have had positive experiences and feelings, is a very powerful way to leverage our brand and build our business. By continuing to grow our large user base and, increasing frequency of use, we are well positioned to continue to be the clear leader within our category."

With the second most-heavily trafficked Web site*, and as the pioneer in its industry, Yahoo! has the historic data and expertise to identify usage patterns and user interests. "We have worked closely with our loyal Yahoo! users worldwide in designing My Yahoo!," said Jeff Mallett, Senior Vice President of Business Operations. "My Yahoo! puts our users in control allowing them to receive personally relevant information when they want it."

As a focal point for information, My Yahoo! benefits users by "narrowcasting" directly to them. Just like Yahoo!, My Yahoo! is a free, server-based website which does not require users to download or configure a client application. Users receive news they care about, stocks quotes and press releases for companies they monitor, their local weather and sports teams, websites in their interest areas, and frequently-accessed resources like a Yahoo!/WWW search bar, white pages, yellow pages, and maps. With its My Agent button, My Yahoo! also incorporates Firefly, one of the most popular intelligent agents. With My Agent, users can discover music, movies, and books that match their interests, and communicate with others who share similar tastes.

By targeting individual users, My Yahoo! is able to provide valuable insight about audiences to advertisers. My Yahoo! can deliver viewers who match an exact profile of an advertiser's target customer, creating a very highly targeted and valuable marketing opportunity. My Yahoo! is launching with prominent advertisers including Lexus, IBM, MCI, New Balance, and Travelocity.

*Source: According to Web 21, June 1996, Yahoo! Inc. is second only to the Yahoo! ranks second after America Online, according to PC Meter, May 1996.

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

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