



UPI News Wire To Serve Yahoo! Regional Web Sites

SANTA CLARA -- September 25, 1996 -- United Press International will be supplying news for a series of regional web sites being launched by Yahoo! Inc., the two companies announced today.

UPI News Wire has begun providing state news for the first three regional sites &endash; [Yahoo! New York](#), [Yahoo! Los Angeles](#) and [Yahoo! San Francisco Bay Area](#) &endash; and will continue to do so as Yahoo! brings other regional sites online. The Yahoo! regional sites combine content from local and national providers with community services such as bulletin boards and classified ads to create a comprehensive information resource and online forum for people who live, work and travel in the area.

UPI has moved aggressively to offer its traditional news gathering capability to online information providers. As the first online guide to the Web, Yahoo! is one of the most visible and recognizable names associated with the Internet.

"The Web presents tremendous opportunities for UPI to expand well beyond its long-standing client base and, in doing so, reach millions of new readers," said Robert Kieckhefer, UPI's General Manager of North America. "Yahoo! is in the forefront of creativity, a ground breaker in developing the Web's full potential. This is an important partnership for UPI."

"Through partnerships with content providers like UPI, Yahoo! is able to provide our users with comprehensive information pertinent to their interests and daily lives," said Jeff Mallett, senior vice president of business operations at Yahoo! Inc. "UPI's broad coverage of state news is a substantial value-add to our regional sites."

UPI is the oldest independent U.S. news agency. Its correspondents and stringers worldwide supply broadcast and wire news and photos around the clock 365 days a year.

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 AltaVista 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 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 Santa Clara, California.

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