



The Windy City Goes Online With Yahoo! Chicago

Yahoo!'s Newest Regional Guide Offers an Online Look at Chicago and Community

SANTA CLARA, Calif. -- October 28, 1996 -- Yahoo!, Inc. (Nasdaq: YHOO) today launched its latest regional guide, Yahoo! Chicago (<http://www.chi.yahoo.com>). Yahoo! Chicago is the most comprehensive and intuitive way to access information online about the greater Chicago area for residents, travelers, and people interested in the Windy City. Building on the success of its other online guides, Yahoo! San Francisco Bay Area, Yahoo! Los Angeles and Yahoo! New York, Yahoo! Chicago combines content from local and national providers with free communications services such as bulletin boards and classified ads. This mix and range of local content gives users a truly insider's view of this important region, creating an online information resource and community forum free-of-charge for users.

Yahoo! Chicago Features

Yahoo! Chicago is a regional extension of the information and service already provided for the Chicagoland area through the popular main Yahoo! site. This new Yahoo! guide offers users access to more than 4,500 sites that cover the metropolitan area, including Cook, Will McHenry, Lake, DuPage, Kane, and Kendall counties as well as neighboring communities in Indiana and Wisconsin.

Yahoo! Chicago is intuitively organized into fourteen key categories: Business and Stocks, Classifieds, Community, Education, Employment, Entertainment and Arts, Maps and Views, News, People, Real Estate, Sports and Recreation, Transportation, Travel, and Chicagoland, which highlights the many scenes found in the city.

With content specifically tailored for those interested in Chicago, Yahoo! Chicago offers a multifaceted view of the area, with something for everybody. The Briefcase category offers features such as profiles, news and stock quotes of Chicago businesses. The Entertainment and Art category features comprehensive, interactive information about Chicago's arts and entertainment scene, including music, film, dance, theater, restaurants, and gallery listings from the Chicago Reader.

Visiting the Chicagoland link (named for the seven county metropolitan area) surfers can click on Art and Architecture for the latest update on gallery openings and shows at the city's great art museums, go to Convention Resources to find out who's exhibiting at McCormick that day, take a stroll down the Magnificent Mile for an online window shopping excursion and virtual tour of the Chicago Water Tower, or discover more about Chicago Originals - inventions, musicians and celebrities who got their start in Chicago.

In the Mass Transit category, users can find complete subway directions and estimated travel time anywhere in the city through the Subway Navigator site, and through the People category, Michael Jordan fanatics can access all 11 of the Michael Jordan tribute pages created by Jordan's fans.

In addition to entertainment, information and news, Yahoo! Chicago also provides free communication services such as bulletin boards, personal ads, and classifieds including real estate listings from Marcus and Millichap's AllApartments, automotive listings from World Wide WheelsTM and employment listings from regional and national companies such as Manpower and First Card. Users have the opportunity to post their own resumes in the employment category. As with the other regional sites, Yahoo! Chicago also features Yellow Pages, White Pages and Interactive Maps that can be used together to locate businesses and individuals within the area, down to the neighborhood and nearest cross streets with written directions on exactly how to get there.

Yahoo! Partners

Yahoo! is working with many local partners to provide content for Yahoo! Chicago.

- The Chicago Reader is providing arts, entertainment, night-life and film listings.
- WXRT radio is providing playlists for Chicago's famous jazz, blues and other local artists.
- Lambda Publications is providing information from their collection of gay newspapers, including Nightline's listing of events and articles for the Gay community, as well as specially tailored content for the African American and Hispanic gay communities through their Blacklines, Outlines, and En LaVida publications.
- Polnet Communications is bringing their coverage of local news in Polish to Yahoo! Chicago for the city's large Polish population
- Expo Guide is providing convention listings for the Chicago area
- Fodor's, publishers of the well known international travel guides, is contributing Chicago lodging and restaurant information.
- Leading traffic information provider, Shadow Traffic, is contributing traffic reports to the site.
- In addition, ESPN Sportsticker is supplying coverage of local and national sports teams.
- UPI is providing state news from Illinois and Reuters is providing National news.

Advertising Opportunities

As with all of Yahoo!'s regional sites, Yahoo! Chicago provides advertisers with an ideal opportunity to reach targeted audiences within a region. Initial advertisers for Yahoo! Chicago include Cyberhomes and Net-Temps.

About Yahoo!

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational service 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, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago); subject matter (Yahoo! Internet Life magazine and website); and demographic areas (Yahooligans!, a Web guide for kids). Yahoo! can be found on the web at www.yahoo.com. Yahoo! Inc. headquarters are in Santa Clara, California.

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