



Yahoo! Selects The Sabre Group's Travelocity As Featured Travel Booking Service For Netscape Guide By Yahoo!

SANTA CLARA, Calif. and FORT WORTH, Texas -- July 8, 1997 -- Yahoo! Inc. (NASDAQ: YHOO) and The SABRE Group today announced that Travelocity (www.travelocity.com), one of the Web's most popular online travel planning site providing access to airlines, hotels and car rental companies worldwide, has been named the featured air travel booking service for Netscape Guide by Yahoo!. Under the agreement, Travelocity will be featured as a content module on the Travel Page of Netscape Guide by Yahoo!, a personalized Internet navigation service designed to provide Internet users with a central source of sites, news and events on the Web. In addition, Travelocity will be promoted throughout the main Yahoo! site (www.yahoo.com), the 11 Yahoo! Metro sites and Beatrice's Web Guide (www.bguide.com) in key content areas, keyword search results, and/or specific audience packages.

"We're pleased to provide users of Netscape Guide by Yahoo! with access to Travelocity booking features and all the tools they need to purchase business and leisure travel online through one convenient location," said Terry Jones, CIO of the SABRE Group and president of SABRE Interactive, creators of Travelocity. "The promotional opportunities within the Yahoo! Network of properties coupled with the travel booking agreement afford Travelocity an unprecedented level of visibility on Yahoo!, the leading guide to the Internet."

"Since its launch in April, Netscape Guide by Yahoo! has continued to expand with the world's leading Web media and service providers," said Jeffrey Mallett, senior vice president of business operations at Yahoo! Inc. "Our alliance with Travelocity enables people to easily transition from travel planning to purchasing tickets."

Air travel booking capability through Travelocity will be available on Netscape Guide by Yahoo! beginning later this month. Travelocity promotional programs across the Yahoo! Network will begin running immediately.

About Netscape Guide by Yahoo!

Netscape Guide by Yahoo! features customizable sections for several popular information categories, including Business, Finance, Entertainment, Sports, Computers, Shopping and Travel. Within each section, users may customize pages based on their content interests for subsequent visits. Users can update and change their customized services as frequently as they choose.

About Travelocity

Travelocity, owned and operated by The SABRE Group, provides travel booking capability through the SABRE global distribution system that handles more than 30 percent of the world's electronic air travel reservations. This booking capability in Travelocity is paired with access to a vast database of up-to-the-minute destination and interest information, chats and forums and travel merchandise vendors. Since its launch in March of last year, Travelocity has registered more than one million members and logs over 15 million page views per month.

About SABRE Interactive

The SABRE Group is a world leader in the electronic distribution of travel and travel-related services, through one of the world's largest privately-owned, real-time computer systems, and is a leading provider of information technology (IT) solutions for the travel and transportation industry, including customized software development and software products, transaction processing, consulting and total IT outsourcing. More information about The SABRE Group can be found at www.sabre.com.

About Yahoo!

Yahoo! Inc. (NASDAQ:YHOO) is an Internet media company that offers a network of globally-branded properties, specialty programming, and aggregated content distributed primarily on the Web, serving business professionals and consumers. As the first online navigational guide to the Web, www.yahoo.com is the single largest guide in terms of traffic, advertising, and household reach, and is one of the most recognized brands associated with the Internet. Yahoo! Inc. continues to develop a family of community services, including Yahoo! Chat, Classifieds, and Yellow Pages, along with targeted Internet guides for geographic audiences (Yahoo! Japan, UK & Ireland, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington, D.C., Boston, Austin, Seattle, Dallas/Fort Worth, Atlanta, Minneapolis/St. Paul); shared-interest audiences (Yahoo! Internet Life magazine and website, Yahoo! Finance, Yahoo! News and unfURLed, MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids; and Beatrice's Web Guide for women). Yahoo! Inc. is headquartered in Santa Clara, Calif., and can be found on the Web at www.yahoo.com.

Press Contacts:

Yahoo! Contacts:

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

Diane Hunt
Yahoo! Inc.
diane@yahoo-inc.com
(408) 731-3441

Travelocity Contacts:

Judy Haveson
judy@vollmerpr.com
(713) 546-2230

Denisha Raulston
denisha@vollmerpr.com
(713) 546-2230

###