



## **Yahoo! Sports to Power Official Tiger Woods Website**

### **TigerWoods.com to Share Exclusive Editorial and Promotional Content with Yahoo! Sports**

July 26, 2004 - Sunnyvale, Calif - Yahoo! Inc, (NASDAQ: YHOO), a leading global Internet company, today announced that Yahoo! Sports (<http://sports.yahoo.com>) will power the official website of the world's top golfer, Tiger Woods at [www.tigerwoods.com](http://www.tigerwoods.com), and in return will receive editorial and promotional content.

Under the terms of the multi-year agreement, TigerWoods.com will share much of its editorial content with Yahoo! Sports - including exclusive elements produced personally by Woods - and the two sites will exchange a variety of marketing and promotional assets. Yahoo! will also take over responsibility for selling advertising on TigerWoods.com and the resulting revenue will be shared between the two entities.

"I am excited to be associated with Yahoo! Sports," said Tiger Woods. "They are the experts in reaching sports fans online and I know that all golf fans will benefit from the comprehensive online experience that Yahoo! Sports will help us deliver."

In addition to text-based editorial articles, TigerWoods.com will provide Yahoo! Sports with editorial material such as exclusive one-on-one online interviews, video highlights, a fantasy golf forecast, select tournament photos and more. Promotion of Yahoo! Sports' Fantasy Golf game will also appear on TigerWoods.com, as will prominent links and logos denoting the association of the two brands.

"Tiger Woods is one of the most recognizable personalities in all of sports, as well as one of the world's most powerful brands," said Brian Grey, general manager of Yahoo! Sports. "This agreement will further enhance our golf content offering and provide our users with even more best-of-breed news and features, while at the same time help grow a targeted, qualified audience for advertisers."

TigerWoods.com is the latest in a number of content partnerships Yahoo! Sports has entered into over the past several years. In addition to its collection of more than a dozen exclusive analysts, Yahoo! Sports aggregates content from some of the most trusted names in sports media, including Sports Illustrated, USA Today and The Sporting News. Yahoo! Sports' College Broadcast service features live game audio from more than 100 schools, and the recently-launched Soccer Pass product delivers live and archived video of games from Major League Soccer as well as some of the top soccer leagues in Europe and South America.

#### **About TigerWoods.com**

TigerWoods.com, the official website of Tiger Woods, is a fully interactive platform that entertains both sports fans and Internet surfers alike. Featuring exclusive news, live scoring, video highlights, golf tips, stats, schedule information and Club Tiger, the official Fan Club. TigerWoods.com serves as both a medium for Tiger to communicate with his fans all over the world while bringing Tiger online experiences directly to users.

#### **About Yahoo! Sports**

Yahoo! Sports, the No. 2 sports sites on the Web [i] offers a fast, live and interactive experience for sports fans online. With original fantasy games, real-time scores and breaking news features, Yahoo! Sports is the destination of choice for over 8.5 million fans each month. A leading marketing partner for sports organizations and sponsors, Yahoo! Sports offers customized programs to help advertisers build brand loyalty with sports fans. Yahoo! Sports has relationships with the NBA, Sports Illustrated Interactive, Tiger Woods, The Sporting News, USA Today, MLS, MLBPA and Player's, Inc.