



Yahoo! to Acquire AdInterax

Yahoo! to Develop Self-Service Rich Media Platform for Marketers

SUNNYVALE, Calif., Oct 17, 2006 (BUSINESS WIRE) -- Yahoo! Inc. (Nasdaq:YHOO), a leading global Internet company, today announced it has entered into a definitive agreement to acquire AdInterax, a provider of rich media advertising solutions to online publishers. The acquisition of AdInterax will enable Yahoo! to provide advanced rich media creative assembly and campaign management tools directly to marketers at no charge as part of Yahoo!'s graphical advertising offerings. Financial terms were not disclosed.

"Creativity in advertising is critical to the further adoption of the Internet as a marketing medium, and Yahoo! is committed to giving marketers more creative choice and control over their ads," said Greg Coleman, executive vice president of global media sales, Yahoo!. "We look forward to working with our customers and AdInterax's publisher partners to generate new and innovative solutions for marketers that help simplify the rich media creation and purchasing process."

Rich media technology enables marketers to create more compelling and interactive advertising units online using sight, sound and motion to deliver a message to target consumers. Yahoo! plans to further integrate rich media capabilities into its current leading offerings by developing a self-service model for marketers based on the AdInterax platform. This new rich media solution will enable advertisers and agencies to create and run rich media campaigns coupled with other Yahoo! capabilities including behavioral targeting, geo-targeting, demo-targeting, and dayparting.

"We look forward to joining the Yahoo! family. Yahoo! has remained a strong leader in delivering rich media technology solutions to marketers as the opportunities have continued to evolve in the industry," said Peter Matsuo, chief executive officer, AdInterax. "We believe the addition of AdInterax's tools and technology into Yahoo!'s services will create compelling offerings for marketers and publishers."

As one of the first publishers to offer rich media capabilities through agreements with third party vendors, Yahoo! has long been committed to assisting marketers in tapping into the creative potential of rich media advertising. Yahoo! will continue to allow marketers to designate their rich media vendor of choice on Yahoo!'s platform.

Fysix Corporation, doing business as AdInterax, has developed the AdInterax suite, a leading rich media software solution that enables advertising agencies and publishers to create, manage, serve and measure online advertising. The AdInterax design module streamlines the technical processes for building of a wide variety of rich media formats, including floating animations, expandable banners and streaming video, as well as surveying and eCRM initiatives.

The AdInterax tracking and reporting module tracks traditional metrics including impressions, clicks, and reach and frequency, in addition to other key branding and direct marketing data.

About Yahoo!

Yahoo! Inc. is a leading Internet brand globally and one of the most trafficked Internet destinations worldwide. Yahoo! seeks to provide online products and services essential to consumers' lives, and offers a full range of tools and marketing solutions for businesses to connect with Internet users around the world. Yahoo! is headquartered in Sunnyvale, Calif.

This press release contains forward-looking statements that involve risks and uncertainties concerning Yahoo!'s transaction with AdInterax (including without limitation as described in the quotations from management in this press release), as well as Yahoo!'s strategic and operational plans. Actual events or results may differ materially from those described in this press release due to a number of risks and uncertainties. The potential risks and uncertainties include, among others, the possibility that the transaction will not close or that the closing may be delayed; and the acceptance by customers of Yahoo's new offerings and services based on the AdInterax platform.

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