



Agents, Inc. And Yahoo! Join Forces To Personalize Navigation Of Web Content And Community

CAMBRIDGE, Mass. -- June 3, 1996 -- Agents, Inc., the leader in using intelligent agent technology to provide personalized and community experiences on the Web, and Yahoo! Inc., the leading guide to the Internet, today announced a strategic partnership. Earlier this year, Agents established "firefly" (www.ffly.com) as its brand on the Web for users seeking personalized music and movie recommendations as well as a unique community experience. In this partnership Agents and Yahoo! will work together to provide consumers with a similar service for Web sites.

Yahoo! (www.yahoo.com) is the first Web brand to take advantage of the firefly-agent technology. Specific product and promotional details will be provided by the companies at a later date.

Agents' mission is to give consumers the ability to access personalized content and find people who share similar tastes and interests, thereby creating communities that are most relevant to them. As part of this strategy, Agents has formed partnerships with industry and brand leaders to create for consumers a network of agent-enabled Web sites. Recently, Agents established partnerships with Dun & Bradstreet Enterprises, Merrill Lynch, Newbury Comics, Ogilvy & Mather, Rolling Stone, and Softbank Corp. and will soon unveil other strategic partnerships in several consumer-related content areas. In addition, Agents plans to provide software tools later this year for businesses wishing to maximize their brand- and community-building efforts on the Web.

"The degree of information overload on the Web today has no historical precedent," said Nick Grouf, CEO of Agents, Inc. "The combination of firefly and Yahoo! will offer Web surfers today and in the future a unique navigational tool to harness the full potential of the Web."

"Yahoo! is all about providing our users with the best ways to tap the Web as an information and entertainment source," said Jerry Yang, Yahoo! Co-Founder and Chief Yahoo! "Working with Agents will help us provide users with additional ways to find the information they need, and offer them an agent that makes that experience more valuable and relevant."

Agents, Inc. has established its own branded presence, [firefly](http://www.firefly.com), as a destination point for Internet users seeking personalized content, entertainment recommendations and an interactive community. Members of the firefly community use their agent to get personalized recommendations, find and chat with other users with similar tastes and opinions, create their own home page and read member-generated reviews.

Yahoo! offers a globally-branded Internet navigational service that is among the most widely-used guides to information and discovery on the Web. It provides a context-based directory structure for Internet resources.

"The Web represents the opportunity for a fundamental shift in the way consumers communicate, learn about what interests them and discover new things; and the way marketers provide customer service, information and advertise or sell products and services," said Grouf. "By making concepts such as one-to-one and relationship marketing a reality, firefly-enabled sites will allow that shift to truly occur."

About Agents, Inc.

Agents, Inc. is a privately-held company based in Cambridge, Mass. The company's investment partners include Atlas Venture, Dun & Bradstreet Enterprises, Merrill Lynch, Softbank Corp. and Trident Capital.

About Yahoo!, Inc.

Located in Sunnyvale, Calif., [Yahoo!, Inc.](http://www.yahoo.com) (Nasdaq: YHOO) is one of the most visible and recognizable names associated with the Internet. The company is continuing to develop a family of Yahoo!-branded media properties in targeted subject matter ([Yahoo! Computing](http://www.yahoo.com/computing), [Yahoo! Internet Life](http://www.yahoo.com/internetlife)), demographic ([Yahooligans!](http://www.yahoo.com/yahooligans), a Web guide for kids) and geographic areas ([Yahoo! Japan](http://www.yahoo.com/japan), Yahoo! Canada).

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