



Informa Research Services Announces Agreement To Deliver Credit Card Rates on Yahoo! Finance

h Firm's Credit Card Data Now Available Through The Savings Finder Tool in Yahoo! Money Manager

Calabasas, CA -- April 24, 2002 -- Informa Research Services, Inc. today announced an agreement with Yahoo! Inc. (Nasdaq: [YHOO](#) - [news](#)), to provide credit card rate data on Yahoo!® Finance (<http://finance.yahoo.com>). Under the agreement, Informa Research Services (<http://www.informars.com> /) will help consumers find savings on credit card interest and fees by providing credit card rate information through the Savings Finder tool in Yahoo! Money Manager, a free suite of personal financial management tools and services on Yahoo! Finance.

"By presenting our credit card rate data on the Savings Finder tool, Yahoo! Finance consumers can find some of the best credit card rates in the nation," announced Michael E. Adler, president and managing director of Informa Research Services, Inc.

"In the past, it has been difficult for consumers to know if they are getting a good deal on their credit cards," said Wade Lagrone, senior producer, Yahoo! Finance. "With Savings Finder, Yahoo! Finance consumers can find better rates on wireless, long distance and checking account plans, and now, thanks to our new relationship with Informa, credit cards. Savings Finder sorts through more than 200 credit cards and provides users with a personalized, side-by-side view of which cards may be best for them."

Informa Research Services will continuously update the credit card data available on Yahoo! Finance, providing consumers with the most current information available. Credit Card Providers interested in increasing new account activity can link their product offerings on Yahoo! Money Manager directly to their companies' sites.

"This was a natural expansion of the services we offer to financial institutions," said Adler. "For the past 19 years, we have helped our clients to competitively price their products. This new service will allow our clients an efficient method of attracting new business, while showing consumers how they can obtain better credit card rates and save a lot of money."

About Informa Research Services, Inc.

Based in Calabasas, CA, Informa Research Services, Inc., provides one of the most extensive arrays of market research and decision-support information in the financial industry today.

Conducting daily surveys of the retail and business products offered by more than 5,000 financial organizations nationwide, Informa Research Services, Inc., currently supports the product pricing decisions of more than 2,100 clients, representing all 50 states and including the top 25 financial institutions. Informa is a premier provider of studies used to determine the competitiveness of fee-based services. In-depth studies are also available on cash management services, trust products, mystery shops, and other specialized services.

Informa Research Services, Inc., is a division of London-based Informa Group plc (LONDON: INF). Informa Group offers business-to-business information through 3,500 conferences and seminars and nearly 1,500 print and electronic publications from offices in 19 countries.

About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! reaches more than 237 million individuals worldwide each month, and is the No. 1 Internet brand globally. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

###