



Yahoo! and SBC Expand Alliance to Include Strategic Sales Relationship for Yahoo! Yellow Pages

will resell Yahoo! Yellow Pages Ad Units and Sponsored Listings through a bundled SmartPages.com product offering

San Antonio, TX and Sunnyvale, CA -- July 8, 2002 -- Internet leaders SBC Communications Inc. (NYSE: SBC) and Yahoo! Inc. (Nasdaq: YHOO) today announced that SBC's Yellow Pages companies will sell advertising on Yahoo!® Yellow Pages (<http://yp.yahoo.com>) as part of SBC's SMARTpages.com product line. Smartpages.com and Yahoo! Yellow Pages are both leading online Yellow Pages directories.

This new agreement further expands a strategic alliance between the two companies, through which SBC and Yahoo! joined forces to deliver co-branded dial and DSL Internet services to consumers and small businesses.

Through this new agreement, Yahoo! gains an extensive sales channel that supports the company's Yellow Pages strategy of maximizing sales coverage through strong reseller partnerships. For SBC, the relationship enables it to provide added value to its Yellow Pages advertiser base by allowing them to reach more new customers. SBC's Yellow Pages 2,500-member sales force is expected to begin offering a Smartpages.com/Yahoo! Yellow Pages product bundle by year-end.

"This latest expansion of our relationship with Yahoo! demonstrates the success of the alliance and is an important development for our SMARTpages.com advertisers," said Enda Flynn, executive director, SBC Yahoo! alliance, SBC. "Yahoo!'s wide reach and strong brand will help our advertisers reach more potential customers and generate more revenue for their businesses. We believe this partnership increases the value of our SMARTpages.com product offering."

"Businesses are quickly discovering the value and impact of online listings. Our agreement with SBC gives us access to an enormous sales channel and underscores Yahoo!'s commitment to the online Yellow Pages and listings space," said Elizabeth Blair, senior vice president of Yahoo!'s Listings business unit. "The Yellow Pages advertising market is a multi-billion dollar industry in the U.S. alone, and the combination of Yahoo!'s brand and reach with SBC's high-quality sales teams and customer service strongly positions us for success in this key area."

The Yellow Pages agreement is another milestone in the alliance between Yahoo!, the number one global Internet destination, and SBC, the nation's leading DSL Internet provider and a top-five Internet service provider. SBC Yahoo! Dial, the first service from this landmark alliance of industry leaders, recently became available to customers nationwide. Later this summer, SBC and Yahoo! expect to launch SBC Yahoo! DSL, a broadband service that's being built from the ground up to deliver a completely new kind of online experience. In early 2003, the companies plan to launch co-branded dial-up and DSL services designed specifically to meet the needs of small businesses.

About SBC

SBC Communications Inc. (www.sbc.com) is one of the world's leading data, voice and Internet services providers. Through its world-class network and its subsidiaries' trusted brands - SBC Southwestern Bell, SBC Ameritech, SBC Pacific Bell, SBC Nevada Bell, SBC SNET and Sterling Commerce - SBC companies provide a full range of voice, data, networking and e-business services, as well as directory advertising and publishing. A Fortune 27 company, America's leading provider of high-speed DSL Internet Access services, and one of the nation's leading Internet Service Providers, SBC companies currently serve nearly 60 million access lines nationwide. In addition, SBC owns 60 percent of America's second largest wireless company -- Cingular Wireless -- which serves more than 21 million wireless customers. Internationally, SBC has telecommunications investments in 28 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.

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