



Yahooligans! Names The Hottest Toys Based On Kid Picks

First Ever Holiday Toy Poll on Top Kids' Site Reveals Favorites as Electronics, Karaoke, Collectible Cards and Camcorders

SUNNYVALE, Calif. -- Nov. 13, 2002 -- Yahoo! Inc. (Nasdaq:YHOO - News), a leading global Internet company, today announced that kids have voted the Game Boy[®] Advance from Nintendo as the most wanted toy of the upcoming holiday season in a poll on Yahooligans!®(www.yahooligans.com), Yahoo!'s award-winning Web guide for kids. The first ever Top 10 Toys poll on Yahooligans! gave kids the opportunity to vote for the one toy they really want to receive this holiday season. As part of the Yahooligans! Top 10 Toys poll experience, kids had access to a special wish list, that featured toys recommended by KBtoys.com. Kids could email their favorite toy picks to known gift givers, along with direct links to the newly redesigned Yahoo! Shopping toys area. The poll received more than 23,000 respondents.

"As a leading online destination for kids, Yahooligans! has a unique insight into youth preferences and an interactive platform to query kids on what they want -- such as the hottest toys for this holiday season," said Jason Hovey, senior producer, Yahooligans!. "We are excited to give kids a chance to make their voices heard while offering them a safe, entertaining and fun experience online."

As determined by the first ever Top 10 Toys poll on Yahooligans!, the toys kids hope to receive this holiday season are:

1. Game Boy[®] Advance (Nintendo); 15% of total votes Bigger and badder than Game Boy Color, Nintendo has supercharged Game Boy Advance with intense color graphics, larger screen, and a new horizontal design.
2. Bratz Funky Fashion Makeover (MGA Entertainment); 12% of total votes Twice the fun! After giving the Bratz doll a funky new look, a girl can give herself a makeover, too, with real make-up in the coolest colors and glitters.
3. Password Journal (Radica); 10% of total votes Secrets are safe in the Girl Tech Password Journal -- it stays locked until she says the secret password, and offers an intruder alarm feature.
4. Yu-Gi-Oh Trading Cards (Upper Deck); 9% of total votes Save the Earth from total destruction -- Yu-Gi's adventure role-players build their hand through authentic card decks and strive to become the world's most powerful duelist.
5. Singing Starz Video Karaoke (Toymax); 7% of total votes Anyone can be a star -- perform and record music videos with this cutting-edge Singing Starz' karaoke studio.
6. Barbie Camcorder (Mattel); 5% of total votes Kids looking to direct and star in their own movies and music videos will adore Barbie's (real) stylin' pink video camera!
7. Spy Tracker (Wild Planet Toys); 5% of total votes Nifty Cool's Spy Tracker lets anyone keep an eye on spies -- up to 75 feet away, inside and out -- with this movement tracking device!
8. Fur Real Friend (Hasbro); 5% of total votes A delightful (battery-operated) pet that responds to human touch with surprisingly realistic feline behaviors.
9. Hogwarts Express (LEGO); 4% of total votes Equipped with a great variety of secret hiding places and "magical" accessories, the LEGO: Hogwarts Express is perfect for both LEGO and Harry Potter fans.
10. Nintendo e-Reader[™] (Nintendo); 3% of total votes Turn paper trading cards into electronic fun with Nintendo's new e-Reader accessory for Game Boy Advance. Swipe specially designed cards through the e-Reader to get video games, animations, music and more.

Not only did kids choose the Top 10 Toys of the holiday season, they also have a chance to win all of them. Through the Kellogg's/KBtoys.com EET and ERN[™] "Raid the North Pole Sweepstakes," two kids have an opportunity to win all 10 of the Yahooligans! Top 10 Toys. The sweepstakes is an extension of the "EET and ERN[™] -- Powered by Yahooligans!" online and offline youth loyalty program from Kellogg, launched in the spring of 2000. Kids have until December 20, 2002 to enter the sweepstakes on the EET and ERN[™] site (<http://eetandern.yahoo.com/>), and the winners will be selected in a drawing on January 15, 2003. The Yahooligans Top 10 Toys (and all 30 toys from the poll) can be found at KBtoys.com through Yahoo! Shopping.

About Yahoooligans!

Yahoooligans! is one of the most used sites in K-8 classrooms and a leading online resource for kids, parents and teachers offering a safe, educational and entertaining experience online. Launched in 1996, Yahoooligans! represents Yahoo!'s commitment to providing safe, age-appropriate content and Internet services for children. Yahoooligans! gives kids direct access to a variety of comprehensive and easy-to-use information and services, including online entertainment and news, a safe games environment and a directory that can serve as a personal tutor. Yahoooligans! is part of the globally branded Yahoo! network that reaches millions of unique visitors each month.

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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