



Buy It, Sell It, Find It On Yahoo! Classifieds

Yahoo! Rolls Out National Classifieds Service

Santa Clara, CA -- February 10, 1997 -- Looking for a used car, new house or new apartment? Check out Yahoo! Classifieds. Want to sell that old computer, find a new job or find a dinner companion? Try Yahoo! Classifieds for free.

Launched today by Yahoo! (NASDAQ: YHOO), the world's leading guide to the Internet, [Yahoo! Classifieds](http://classifieds.yahoo.com) (<http://classifieds.yahoo.com>) encompasses hundreds of thousands of listings for employment, autos, real estate, rentals, computers, pets, personals and miscellaneous merchandise. Free-of-charge for users, Yahoo! Classifieds is a nationwide expansion of the popular classifieds services already available on Yahoo!'s metro sites (Yahoo! San Francisco, Los Angeles, Chicago, New York, Washington DC, Boston, Austin). Users can find Yahoo! Classifieds on the front page of Yahoo! (<http://www.yahoo.com>), throughout relevant Yahoo! categories and within the Yahoo! Metro sites and Yahoo! Get Local. "As with our other free communication services such as chat and message boards, the classifieds offer our community of users an easy way to connect with each other on a local and now a national level," said Jeff Mallett, senior vice president of business operations at Yahoo!. "Classifieds have proven to be one of the most popular features on our metro sites." By rolling out the classifieds service nationwide, Yahoo! users can choose to access listings by region or across the U.S., which could prove useful for people looking for novelty and other hard-to-find items as well as for those who are planning to move and need to find new housing in a different region. Using the personals on the service, individuals looking to meet others with similar interests are now able to connect with people in different states as well as within their own communities.

Listings for Everyone

Through Yahoo! Classifieds, individuals and companies are able to submit their listings within the different categories to buy, sell or find various items and services. Users are also able to submit and respond to personal ads. In addition to user submitted listings, Yahoo! has partnered with national companies to provide a comprehensive resource for real estate listings (California Association of Realtors, NY Realty Online, Network Communications, Inc.), job listings (CareerBuilder, CareerCity, CareerWeb, Net-Temps), used auto listings (Dealer Services Group of Automatic Data Processing, World Wide Wheels, AutoWeb Interactive) and housing rental listings (Marcus & Millichap's AllApartments). Many national employers such as Manpower, Samsung Austin Semiconductor, Cisco and Bank of America have all posted job listings within the service as well.

What People Are Already Saying about Yahoo! Classifieds

"I had difficulty selling my pickup through local advertising I was doing. When the last deal fell through, I put an ad on the Yahoo! Classifieds and got several responses over the next few days. Five people arranged to see the truck and the first one who arrived came with cash in hand -- paid exactly what I was asking for the truck. I will definitely use this service again. Many thanks for making it available to me for free. I just tonight took the ad off the classified pages because I am still getting one to three calls a day!" -- K. V., Palo Alto, CA

"I think your personal ads work great. I responded to several, met some really wonderful people and have settled on one incredible lady. We have been seeing each other since we met on your personal board, and plan on wedding spring of next year. Out of all of the personal sites on the web, this one has gotten me the best response and been the easiest to deal with. Thank You!" -- Emeryville, CA

"Thank You Yahoo! Classifieds! Within two days I had individuals calling me and sending email regarding our sports products sales positions. We have already interviewed two individuals in just the first five days on Yahoo! Classifieds. I have already accomplished more with Yahoo, than what the State Employment Development Department or the newspapers have offered. Thank you once again!" -- M.T.

"I put in an ad for used ram and got it one week later. It was a very good deal, the respondent was honest and fair. I only got one response, but one was all I needed!! Thanks for the free service! Keep up the great work, time and effort were a great thing you do for the community! You should be proud of yourselves as I am proud to tell people about your service! Thanks again." -- L.B.

About Yahoo!

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational service to information and entertainment on the Web. As the first online guide to the Web, Yahoo! is one of the most visible and recognizable names associated with the Internet. Yahoo! provides a context-based directory structure for Internet resources, as

well as integrated AltaVista Web-wide search capabilities. The Company is continuing to develop a global family of Yahoo!-branded media properties for targeted geographic (Yahoo! Japan, UK, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington DC, Boston, Austin); shared-interest (Yahoo! Internet Life magazine and website and MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids and Beatrice's Web Guide for women). Yahoo! can be found on the web at www.yahoo.com. Yahoo! Inc. headquarters are in Santa Clara, California.

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