



Yahoo! Attempts Guinness World Record For World's Largest Group Yodel

Yahoo!'s gathering of 1,773 yodelers nearly doubles previous record

SUNNYVALE, Calif. - November 19, 2003- Yahoo! Inc. (Nasdaq: YHOO), a leading global Internet company recognized for its signature yodel, today smashed the Guinness World Record for the world's largest simultaneous yodel. The successful record attempt was hosted at Yahoo!'s headquarters in Sunnyvale, Calif.

The previous record was held by 937 Swiss and German yodelers, who gathered in Germany on October 5, 2002 to yodel the Swiss song "Von Luzern uf Wäggis zue" for more than one minute. Yahoo!'s attempt nearly doubled this effort.

"This event represented the fun and innovative spirit of Yahoo!, and at the same time celebrated the world-recognized Yahoo! yodel," said Cammie Dunaway, chief marketing officer, Yahoo! Inc. "Even though we knew the Swiss and Germans were formidable competitors, we were determined to leave Yahoo!'s mark on the Guinness World Record."

The world record yodel was led by acclaimed American yodeler, Wylie Gustafson, the original Yahoo! yodeler. Also participating in the world record attempt was the winner of the Yahoo! Yodel Challenge, 9-year-old Taylor Marie Ware.

Guinness World Records Keeper of the Records Stewart Newport said, "We are glad to hear that the event was a success. Getting 1,773 people together to yodel is no easy feat and we look forward to confirming the record on receipt of all the evidence."

Earlier this year, Yahoo held the Yahoo! Yodel Challenge, a nationwide search for America's favorite amateur yodeler. This event held to celebrate the Yahoo! yodel, which has become an international brand icon.

About Guinness World Records

Guinness World Records is the universally recognized authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book has developed into an international phenomenon, published in more than 100 countries and 20 languages and is one of the best-selling copyrighted books of all time, following only The Bible and The Koran. Guinness World Records is published by HIT Entertainment PLC, a fully integrated global studio with divisions in the U.K., U.S., Canada, Germany and Japan, including broadcast production and distribution, video and audio sales, consumer products licensing and marketing.

About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! is the No. 1 Internet brand globally and the most trafficked Internet destination worldwide. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 world properties and is available in 13 languages.

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