



Yahoo! Continues Global Expansion of its Leading Online Dating Site, Yahoo! Personals

Yahoo! Personals Spreads Romance Around the Globe with the Launch of Localized sites in the UK, France and Germany

SUNNYVALE, Calif., LONDON, PARIS, MUNICH - June 11, 2003 - Yahoo! Inc. (Nasdaq: YHOO) today announced that Yahoo!® Personals (<http://personals.yahoo.com>), a leader in the online dating market, is continuing to expand its successful global online dating business with the launch of Yahoo! Personals sites in the United Kingdom and Ireland (<http://personals.yahoo.co.uk>), France (<http://rencontres.yahoo.fr>) and Germany (<http://dating.yahoo.de>). Yahoo!, the leading global Internet brand*, is expanding to complement existing Yahoo! Personals offerings in North America and the Asian Pacific in countries such as the United States, Canada, Hong Kong and Taiwan.

The launch of Yahoo! Personals in key markets across Europe reflects Yahoo!'s continued commitment to growing the products and services available on its properties outside of the US. The continuing global expansion of Yahoo! Personals is also a key component of Yahoo!'s successful premium services strategy of building products and services that are essential and relevant to people's personal and professional lives.

"Yahoo! Personals is leveraging its experience from the US to bring its successful and innovative online dating service to the fast growing European personals market," said Katie Mitic, vice president and general manager of Yahoo! Personals. "This expansion illustrates our strength in entering new markets with the targeted, localized offerings appropriate to diverse cultures around the globe."

Growth Estimations Indicated Optimal Time To Enter European Market

As online dating goes mainstream in Europe, Yahoo! believes it is an optimal time to enter the growing market with its Yahoo! Personals product. Analysts estimate that the Western European dating markets will be worth €40 million this year and rise to €117 million by 2007 (Jupiter, March 2003).

About Yahoo! Personals

Yahoo! Personals was first introduced in the U.S. in 1997 and has quickly grown to become one of the leading and most popular online dating services available. The service offers a large, dynamic dating scene where users can search for, meet and communicate with a variety of people. Yahoo! Personals launched in Europe in June 2003 with sites in the United Kingdom and Ireland (<http://personals.yahoo.co.uk>), France (<http://rencontres.yahoo.fr>) and Germany (<http://dating.yahoo.de>).

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.

*According to Brand Asset Valuator, 2003

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