



June 13, 2012

CNBC And Yahoo! Finance Announce Strategic Content, Programming And Distribution Alliance

Yahoo Finance!, the most visited finance website for the last 53 straight months, to team with television's leading financial news outlet to deliver enhanced content across multiple media platforms to a combined 40 million online users and CNBC's nearly 100 million households in the United States

SUNNYVALE, CA & ENGLEWOOD CLIFFS, NJ, June 13, 2012 - Yahoo! (NASDAQ: YHOO), the premier digital media company, and CNBC, the world leader in business news, today announced a strategic alliance that will dramatically expand CNBC's online reach and presence and provide a broadcast platform for Yahoo! Finance's original content and contributors. Together, CNBC and Yahoo! Finance will bring an unmatched depth and breadth of content to a combined and unduplicated online audience of more than 40 million* people in the U.S. each month (which is twice as big as the next competitor) and share Yahoo! Finance's content with the nearly 100 million households that CNBC reaches in the U.S. plus the countless unmeasured viewers watching out-of-home in the offices of chief executives, on trading floors, in five star hotels, country clubs, fitness centers and fine restaurants.

Effective today, CNBC becomes the premier content source for Yahoo! Finance in the U.S., providing investors with even greater access to its signature in-depth reporting, marquee interviews and real-time financial news and analysis as part of the site's broad and robust set of content. Later this year, the two companies will also co-create a new slate of co-branded, original videos which will appear on [Yahoo! Finance](#) and [CNBC.com](#). Yahoo! Finance's journalists will contribute to CNBC's Business Day programming and CNBC clips, news and analysis will be prominently integrated into Yahoo! Finance and featured across the Yahoo! network.

"Our mission is to create the richest and most powerful experiences for users each and every day. Partnering with CNBC will allow Yahoo! Finance to expand its offerings instantly and enhance its position as the most viewed and utilized Finance site in the world," said Ross Levinsohn, Interim CEO of Yahoo!. "Together, we will deliver the most engaging, insightful and relevant premium and personalized real time experiences for viewers across screens."

"This collaboration is about two leaders in their respective spaces coming together," said Mark Hoffman, President and CEO of CNBC. "With CNBC taking a central role on the biggest business news site in the world, we now have the ability to provide real-time news, analysis and information to a larger audience and offer unmatched advertising solutions for marketers looking for access across multiple platforms."

Key elements of the strategic alliance include:

- **CNBC will be the premier content provider for Yahoo! Finance in the U.S.** - Greater access to CNBC.com's stories and videos across the Yahoo! network, the No. 1 online finance destination in the U.S. CNBC content will be prominently integrated into Yahoo! Finance, the Yahoo! Homepage and other areas across the Yahoo! network.
- **Original video programming** - Yahoo! and CNBC will jointly produce a slate of original videos to be prominently featured on Yahoo! Finance and CNBC.com as well as being promoted on CNBC. These programs, premiering this fall, will range from market coverage to profiles of the best minds in business. Currently, one out of every four videos viewed in the Business/Finance news category occurs on these sites.** The CNBC and Yahoo! Finance teams are experts in creating and distributing engaging and compelling video content.
- **Joint sponsorship sales opportunities** - Yahoo! and CNBC sales organizations will deliver powerful advertising solutions that provide advertisers access to affluent audiences viewing premium content at unprecedented scale, across platforms. CNBC will serve as the go-to-market sales lead.

Yahoo! and CNBC will maintain editorial control and host their respective sites. Yahoo! Finance will continue to feature content and perspectives from Yahoo!'s editorial staff as well as reports from other industry-leading providers and experts. CNBC will distribute its content to other leading online publishers in the category.

About Yahoo! & Yahoo! Finance:

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique

combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.com).

Yahoo! is home to the No. 1 sites for finance, sports, news, entertainment news, and more. Yahoo! and Yahoo! Finance are the trademarks and/or registered trademark of Yahoo! Inc. All other names are trademarks and/or registered trademarks of their respective owner.

Yahoo! Finance has been the top US financial news and research site for 53 straight months, with an audience of 37.5 million unique visitors*. Their robust offerings include up-to-the-minute U.S. and international news, three of the top ten original video programs on the Web totaling more than 14 million unique visitors***, and free resources for everyone from investors tracking the market to everyday consumers managing their personal finance. Yahoo! Finance employs a world-class bureau of trusted financial experts including New York Times best-selling author Daniel Gross, Daily Ticker's Aaron Task, and personal finance expert, author and TV personality Farnoosh Torabi.

ABOUT CNBC:

With CNBC in the U.S., CNBC in Asia Pacific, CNBC in Europe, Middle East and Africa, CNBC World and CNBC HD+, CNBC is the recognized world leader in business news and provides real-time financial market coverage and business information to more than 395 million homes worldwide, including more than 100 million households in the United States and Canada. CNBC also provides daily business updates to 400 million households across China. The network's 16 live hours a day of business programming in North America (weekdays from 4:00 a.m. - 8:00 p.m. ET) is produced at CNBC's global headquarters in Englewood Cliffs, N.J., and includes reports from CNBC News bureaus worldwide. CNBC.com and CNBC Mobile Web offer real-time stock quotes, charts, analysis and video.

Members of the media can receive more information about CNBC and its programming on the NBC Universal Media Village Web site at nbcumv.com/cnbc/

*comScore, Media Metrix, US, May 2012

**comScore, Video Metrix, US, April 2012

***comScore Media Builder Custom Report, US, February 2012 among a set including more than 75 original video programs, as custom-defined by Yahoo!, on the following properties: Yahoo!, AOL, Forbes, Funny or Die, Hulu, IGN, MSN, NY Times, People, PopSugar, SheKnows, Smosh.com, TMZ, and YouTube.

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