



Yahoo! to Appoint Wayne Powers to Head North American Advertising Sales

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! Inc. (NASDAQ:YHOO) announced today that the company will appoint Wayne Powers as senior vice president, Advertising Sales for North America. Powers, who previously served as President of the Time Inc. Media Group, will report directly to incoming Executive Vice President of the Americas, Ross Levinsohn. Powers will be based in Yahoo!'s New York office.

"Wayne is a proven leader and innovator who will bring a wealth of operating expertise and advertiser relationships to Yahoo!," said Levinsohn. "His record of brand building with advertisers and his focus on driving revenue through creative executions will serve both Yahoo! and Madison Avenue well."

"Yahoo! combines unsurpassed scale in digital media, content and communications with innovative technologies that will help define the future of online advertising," said Powers. "This is an irresistible opportunity to expand Yahoo!'s industry leading position and drive revenue growth by serving our advertisers—and users—in ways no one can duplicate."

Since 2006, Powers has led Time, Inc.'s relationships with Fortune 500 advertisers, created and launched the Time Inc. Digital Network, and driven integrated sales across all Time, Inc. properties.

Previously, he served as president of Media Networks Inc. and Targeted Media at Time Inc., generating record growth at both companies through innovative advertising strategies, including the integration of new product launches across print, internet and mobile. Media Networks was one of the first integrated sales teams within Time Inc. and Powers led the successful launch of Time Inc.'s digital business.

Before joining Time Inc., Powers held several senior level sales executive positions in the consumer packaged goods industry with Nestle and Dole Packaged Foods. He is a graduate of Ohio State University with a BS in marketing.

About Yahoo!

Yahoo! (NASDAQ: YHOO) is an innovative technology company that operates the largest digital media, content, and communications business in the world. Yahoo! keeps more than half a billion consumers worldwide connected to what matters to them most, and delivers powerful audience solutions to advertisers through its unique combination of Science + Art + Scale. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (<http://yhoo.client.shareholder.com/press/>) or the company's blog, Yodel Anecdotal (<http://ycorpblog.com/>).

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