



The Red Herring, Yahoo! To Host Web Content Companies, Internet Entrepreneurs At Web Market East '96

San Francisco, CA -- September 4, 1996 -- The Red Herring, the leading technology and entertainment business magazine, has joined forces with Yahoo!, to produce an Internet business development conference for Web executives. CEOs from 60 leading East Coast Web content and commerce companies will present their business plans and strategic partner and financial requirements for the coming year during this two-day event in New York on September 16-17th, 1996. Over 600 technology and business development executives, Web developers, financiers, business and technology media will be in attendance.

"Web Market East is the only Web conference that brings together top content and commerce entrepreneurs with leading technology and entertainment executives," said Anthony Perkins, Editor-in-Chief & Publisher of The Red Herring. "We expect several major content, marketing and technology deals will be initiated at the conference."

The technology sponsors for Web Market East include: Microsoft, Netscape, Silicon Graphics, Macromedia, NetGravity, LinkStar, Best Internet, Art Technology Group, Integrated Data Systems, InterNet Profit, and Iterated Systems. Executives from each sponsoring technology company will also present their company's product initiatives and strategies for the coming year. Corporate sponsors include the NYSE, KPMG Peat Marwick, and Brobeck, Phleger & Harrison.

Jerry Yang, Chief Yahoo and founder of Yahoo!, will kick off the event Monday morning, starting the two days of company presentations. Other event highlights include a debate between execs from The Wall Street Journal Interactive Edition, ZD Net, Time Inc. New Media, ICon CMT, The New York Times Electronic Media Co. and a panel discussion on corporate partnering with Brobeck, Phleger & Harrison, EarthWeb, Prodigy, CyberCash, Inc.

Live cybercast of the keynote and panel discussions can be found on <http://www.herring.com/promo/cybercast>.

Web Market East '96 is produced by HerringEvents, the conference division of Herring Communications, publishers of The Red Herring magazine. Web Market East is part of the bi-coastal Web Market conferences series. Herring Events also produces the international financial conference series, Venture Market, held annually in London, UK; Monterey, CA; Atlanta, GA; and Cambridge, MA.

For conference registration and information, contact Laura Bartholomew at 415/865-2277 x228 or laura@herring.com.

Herring Communications, Inc. is a San Francisco-based publishing company specializing in high-level business information on technology and entertainment. The company delivers this information to a worldwide audience of executives, entrepreneurs, and investors via three media: print, industry conferences, and an online service. Herring Communications currently manages The Red Herring magazine, [herring.com](http://www.herring.com), and HerringEvents.

###

For more information:

The Red Herring
Stephanie Andolina
415/865-2277 x207
stephanie@herring.com
<http://www.herring.com>