



New Yahoo!-Branded Products Available at Retail for Holiday Season

Yahoo! Merchandise Includes Digital Camera, Computer Accessories and Books

SANTA CLARA, Calif., December 13, 2000 -- Do you Yahoo!? Just in time for the holiday season, Yahoo! (Nasdaq: YHOO) today announced the availability of a variety of licensed Yahoo!®-branded products available in retail stores and online. Items include the Yahoo! Digital Camera and the Yahoo! HitClips Downloader, both manufactured and marketed by Hasbro Inc.'s (NYSE: HAS) Tiger Electronics; computer accessories from Sakar International; books from HarperCollins Publishers; Yahoo!-branded apparel and much more.

"As Yahoo! becomes a more essential part of our audience's daily lives, we are proud to offer new products that allow consumers to interact with Yahoo! in fun and exciting ways," said Nancy White, director of brand marketing, Yahoo! Inc. "As Yahoo! continues to broaden the scope of branded products offered worldwide, we look forward to working with category leaders such as Tiger, Sakar and HarperCollins Publishers to provide high quality, innovative products that extend the Yahoo! experience online and offline."

On the Count of Three, Say Cheese!

The Yahoo! Digital Camera from Tiger Electronics is a user-friendly complete multimedia digital camera, which includes free software and everything needed to get started with digital photography. Retailing for approximately \$70, the camera is available in multiple designs and can be used by both adults and children. Users can then post their digital snapshots to Yahoo! Photos (<http://photos.yahoo.com>) to share with family and friends. Using an infrared flash, the Yahoo! Digital Camera also allows users to take pictures in almost complete darkness, surveillance-style. In addition, the camera can be mounted to a PC to be used as an Internet video camera. Also from Tiger is the Yahoo! HitClips Downloader, a portable digital audio recorder retailing for under \$30 which allows users to record audio from their computer and play it back when they're on the go.

Surfing in Style

The Yahoo!-branded computer accessories collection from Sakar International adds an element of fashion and fun to the ordinary personal computer. The add-ons include a 900 MHz wireless keyboard, multimedia and surround sound speakers (starting at \$39.99); several Internet keyboards allowing one-touch access to users' favorite programs and features that are great for online or offline use (starting at \$14.99); as well as many software and wheel-scrolling mice (starting at \$9.99). Appealing to both savvy and novice users, the Yahoo!-branded line of computer input devices offers many compelling features, making PC use easy and fun. All items are sold separately and are priced from \$9.99 to \$99.99.

We Wrote the Book

Consumers looking for information and guidance about using the Web can count on Yahoo!'s trusted knowledge and advice through Yahoo!'s reference guides. Yahoo! The Ultimate Desk Reference to the Web, a trade paperback produced by Byron Preiss Visual Publications Inc. and in conjunction with HarperResource, an imprint of HarperCollins Publishers, offers readers practical and simple tips for navigating the Internet and highlights more than one thousand of the Web's best sites. Yahoo! Ultimate Guide to Finance and Money on the Web is a comprehensive resource for readers who want to use the Web to understand and manage their personal finances. The Ultimate Desk Reference is available at retail for \$24.95 and the Ultimate Guide to Finance and Money for \$16.00

Always Open Online

Most of the above items are available in popular U.S. retail outlets. In addition, the Yahoo! Gear store (<http://gear.yahoo.com>) is a one-stop shop for Yahoo!-branded items which make excellent holiday gifts. In addition to the above products, consumers can also purchase Yahoo!-branded apparel such as T-shirts, sweatshirts, and caps as well as other gear such as pens, cups, CD holders... even a Yahoo!-branded electric guitar from Gibson! Web shoppers can also find subscriptions to Yahoo! Internet Life, the world's largest consumer lifestyle magazine devoted to the content, culture and community of the Internet.

About Yahoo!

Yahoo! Inc. is a global Internet communications, commerce and media company that offers a comprehensive branded network of services to more than 166 million individuals each month worldwide. As the first online navigational guide to the Web, www.yahoo.com is the leading guide in terms of traffic, advertising, household and business user reach, and is one of the most recognized brands associated with the Internet. The company also provides online business services designed to enhance the Web presence of Yahoo!'s clients, including audio and video streaming, store hosting and management, and Web site tools and services. The company's global Web network includes 24 World properties. Yahoo! has offices in Europe, the Asia Pacific, Latin America, Canada and the United States, and is headquartered in Santa Clara, Calif.

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