



## Yahoo! Enhances Popular Yellow Pages Service

### First to include driving directions and proximity search capability.

**YPPA CONVENTION, MARCO ISLAND, FL -- October 2, 1996 --** At the Yellow Pages Publishers Association (YPPA) convention today, Yahoo! announced the launch of its expanded Yellow Pages service ([www.yahoo.com/link/yp.html](http://www.yahoo.com/link/yp.html)) -- the first Yellow Pages product to be browse-enabled and include proximity searching and driving directions. As with traditional Yellow Pages, users can not only search for specific businesses but also "browse" for the businesses closest to them using logical, intuitive categories. In addition, Yahoo! Yellow Pages provide maps with driving directions to a specific destination and allow for proximity searching from a user-specified location. The driving directions will go live on Yahoo! Yellow Pages next week (October 7).

To develop the most comprehensive Yellow Pages service available today, Yahoo! has combined the expertise of leading industry vendors with Yahoo!'s own user interface expertise. The new Yahoo! Yellow Pages, which will be linked from the front page of the main Yahoo! site next week, are organized in the same intuitive fashion as Yahoo!'s main site, using categories familiar to users of print Yellow Pages. Business listings are provided by ABI, a leading business data provider and are verified by telephone at least once a year to ensure accuracy. Yahoo!, in conjunction with Vicinity Corporation, has created the first proximity-based Yellow Pages directory that allows users to locate the businesses closest to a user-specified location -- regardless of city boundaries. In addition, Yahoo! Yellow Pages are the launching pad for Vicinity's unique driving directions, making Yahoo!'s the first and only Yellow Pages service with this feature. "Yahoo!'s strategy is to partner with experts in every industry to develop unprecedented services that provide real value for our users," said Jeff Mallett, senior vice president of business operations at Yahoo!. "By combining our expertise with the best of what the industry has to offer, we have created the ultimate Yellow Pages tool for users today. Moving forward, we plan to continue improving upon all of our properties and services, working with new technologies and enhancements as they emerge."

Yahoo! Yellow Pages features Yahoo! Yellow Pages include:

- Comprehensive business listings: Users can search for a specific business or browse the directory to find several businesses located nearby
- Mapping Capabilities: Users can pick the most desired businesses and view a map showing the location of each business
- Proximity search: Users can find the businesses closest to their point of origin, specified in miles, regardless of city boundaries
- Driving directions: Users can view driving directions, in both text and map format, indicating the fastest route to each business

Yahoo!'s expanded Yellow Pages feature a main menu organized into 14 categories: Autos & Transportation, Clothing & Fashion, Computers & Electronics, Education, Entertainment & Arts, Family, Food & Dining, Government & Community Organizations, Health & Medicine, Home & Garden, Real Estate, Recreation & Sports, Retail, Telecommunications, Travel & Lodging. The Yellow Pages can be accessed through the main Yahoo! site as well as through each regional site, Yahoo! San Francisco Bay Area, Yahoo! Los Angeles, Yahoo! New York and other regionals in the future. When searching through the regional sites, Yahoo! Yellow Pages will automatically search for businesses using the city as its starting point. Yahoo! Yellow Pages are available from more than 10,000 city category pages within the Yahoo! guide.

### Future Enhancements

Yahoo! plans to continue enhancing the Yellow Pages directory through the addition of content and services such as links to company Web pages, walking directions, directions for the easiest route (fewest turns) and restaurant and hotel reviews, including information such as hours of operation and methods of payment accepted. In addition, the Yellow Pages will also be integrated into other services available on Yahoo! such as Classifieds, allowing people looking for apartments or houses to locate realtors within a desired area. The service will soon be accessible through the "Products & Services" categories of main Yahoo! as well, providing directory pages with the appropriate product or service category pre-loaded so that all the user would need to do is specify the location.

### About Yahoo!

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational guide to information and entertainment on the Web. As the first online guide to the Web, Yahoo! is one of the most visible and recognizable names associated with the Internet. Yahoo! provides a context-based directory structure for Internet resources, as well as integrated Alta Vista Web-wide search capabilities. The Company is continuing to develop a global family of Yahoo!-branded media properties in targeted geographic (Yahoo! Japan, UK, Canada, San Francisco Bay Area, Los Angeles, New York), subject matter (Yahoo! Internet Life magazine and Web site) and demographic areas

(Yahooligans!, a Web guide for kids). Yahoo! is also developing new services with VISA. Yahoo! can be found on the Web at [www.yahoo.com](http://www.yahoo.com). Yahoo! Inc. headquarters are in Santa Clara, California.

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