



June 25, 2012

Blast from Summer Games Past: Yahoo! Launches Memorable Moments Series

Iconic Olympians including Jesse Owens, Michael Phelps, Nadia Comăneci, Bruce Jenner and Usain Bolt among those to be celebrated

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo!, (NASDAQ:YHOO), the premier digital media company, launched a unique editorial series entitled *Memorable Moments* to celebrate the most iconic moments from the history of the modern Summer Games. Memorable Moments (<http://sports.yahoo.com/moments>) will live on Yahoo! Sports, the No. 1 global sports destination online with over 101 million unique visitors a month.*

Yahoo! Sports is bringing to life a range of remarkable, emotive stories from the greatest sporting event in the world through video, photography, essays from Yahoo! Sports' award-winning writers, outside voices of influential individuals, and its users. The stories include Nadia Comăneci's perfection in Montreal and Usain Bolt's stunning world records in Beijing 2008, as well as controversy such as Marion Jones' doping admission in 2000 and the drama of Mary Decker's collision with Zola Budd in 1984.

"While I have many memorable moments from my career, one of my favorite moments as an athlete was walking into the Georgia Dome in 1996 to 40,000 screaming people -- for training," said Shannon Miller, Yahoo! Sports Analyst. "The Yahoo! *Memorable Moments* capture all of the best stories from past Games, from the incredible gold medal performances and world records to the inspiring stories of personal triumph."

Every compelling moment features original Yahoo! Sports editorial content and is brought to life with video and unforgettable images. The stories are shared through the eyes of those who were there, and many of the *Memorable Moments* include brand new documentary video footage and interviews, including Carl Lewis' emotional visit back to the stadium in which he triumphed with four gold medals in 1984 and a reflective Comăneci on a balance beam. Yahoo! Sports interviewed dozens of current and past athletes about their Moments, and travelled to countries around the world to document the stories.

This summer the stage is set for a host of new *Memorable Moments* to capture the imagination of fans around the world. Yahoo! Sports will have its expert team right in the heart of the action telling the stories (and the story behind the stories) as they unfold on the ground in London. More than a dozen credentialed journalists including Dan Wetzel, Pat Forde, and Adrian Wojnarowski will team up with former Olympians Dan O'Brien (Track and Field), Summer Sanders (Swimming), and Shannon Miller (Gymnastics) to bring these moments to life on Yahoo! Sports.

Fans will want to make time to catch additional Memorable Moments that will be released weekly between now and the Opening Ceremony. Upcoming moments include the spectacular success of the 1992 US Dream Team, Michael Phelps' unbeatable eight gold medals in Beijing, and Muhammad Ali in Rome and Atlanta.

Fans will be able to share their reactions to the *Memorable Moments* through Yahoo!'s new 'sentiment slider' and post their favorites across social networking sites.

Yahoo! Sports is already delivering compelling reporting on the lead-up to this year's competitions with a site dedicated to coverage of all the action around the Games (<http://sports.yahoo.com/olympics/>). Fans can find the latest breaking news, major headlines, and recaps daily across multiple screens and languages. Yahoo! Sports will also provide the most up-to-date photo galleries from London, making sure every user has access to the biggest moments of the summer, as well as multiple video broadcasts showcasing the day's events and scenes in London and breaking down stories as they happen.

About Yahoo!

Yahoo! 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.net) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

Yahoo! is the trademark and/or registered trademark of Yahoo! Inc. All other names are trademarks and/or registered trademarks of their respective owners.

Yahoo! is home to ten No. 1 properties in the U.S. — including the Yahoo! News Network, Yahoo! Sports, omg!, and Yahoo! Finance. (comScore Media Metrix, U.S., March 2012)

* Source: comScore World Metrix, March 2012

Olympic, Olympiad, the Olympic rings, Faster Higher Stronger, Citius Altius Fortius and related marks are owned by the International Olympics Committee, the London Organizing Committee of the Olympic Games and Paralympic Games, or their related entities. This site is neither endorsed by nor affiliated with any of these entities.

Yahoo!
Annie Rohrs, 646-213-6175
rohrsa@yahoo-inc.com

Source: Yahoo!

News Provided by Acquire Media