



## Yahoo UK Launches

### Now Europe Can Yahoo! Too

**SANTA CLARA and LONDON -- September 23, 1996 --** Yahoo!, the world's most popular online guide to the Internet, launches a localised UK version on September 23, to be followed in October by local-language sites for France and Germany. Yahoo! UK, [www.yahoo.co.uk](http://www.yahoo.co.uk), will provide access to the most comprehensive guide to UK web sites currently available, and the complete database of worldwide listings people have come to expect from Yahoo!.

The main Yahoo! directory, [www.yahoo.com](http://www.yahoo.com), now comprises a classification of more than 370,000 sites on the World Wide Web. Yahoo! is a leader in terms of traffic, receiving an average 9 million page views per day as of June 1996. Yahoo! already has a loyal user base in the UK and Europe; today about 10% of traffic on Yahoo! is from European domains, representing some 30 million page views per month.

The UK version of Yahoo! will comprise more than 13,000 UK and Irish Internet sites at launch, and provide seamless access to the full directory listings of main Yahoo!, making it the first navigational site to provide a comprehensive listing of UK sites and the rest of the WWW. Yahoo! UK will list all UK web sites first plus full access to relevant worldwide sites. UK categories will reflect the priorities and interests of UK users, providing a view into the Internet from a UK perspective.

Yahoo! UK will also carry services targeted to the needs of a UK audience. Yahoo! UK will be the only web site in Britain to provide headline news and full-text from Reuters, via UK newsfeeds in business, sports and general news. The popular Whats New, Whats Cool and Random features of Yahoo! UK will be created by a local editorial team. More value-added services are set to follow.

Users of Yahoo! UK will also be able to access Yahoo!'s fully integrated Web-wide searching capabilities provided by Alta Vista. Searching and browsing features on Yahoo! are integrated to allow the user to choose the most appropriate navigational methods at any point during the quest for information. Web users of all skill levels can easily navigate through Yahoo!'s hierarchical index, which gives access to the largest database of web sites catalogued by people.

IBM has joined forces with Yahoo! by providing server technology and IBM PCs to Yahoo! UK. Yahoo! in Europe is powered by IBM servers to ensure that users continue to enjoy the rapid response times and service they have come to expect from Yahoo!

#### **About Yahoo!**

Created in April 1994, Yahoo! began as a hobby of two Stanford University electrical engineering PhD students, David Filo and Jerry Yang, who saw the need to help people navigate through the overwhelming content on the Internet and locate useful web sites. In April 1995, Filo and Yang took a leave of absence from Stanford to work on Yahoo! full time.

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 recognisable 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.

Yahoo! UK, Yahoo! France and Yahoo! Deutschland are the first properties to be developed by Yahoo! Europe, a joint-venture between Yahoo! Inc and Ziff-Davis Publishing. The European directories are part of a developing global family of Yahoo!-branded media properties in targeted geographic (Yahoo! Japan, UK, Canada, San Francisco Bay Area), subject matter (Yahoo! Internet Life magazine and website) and demographic areas (Yahoo!igans!, A web guide for kids). Yahoo! is also developing a new service 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.

Ziff-Davis, a Softbank company, is the leading publisher of computer magazines and online computing content. In Europe, Ziff Davis publishes: PC Magazine, PC Direct, Computer Life and Computer Gaming World in the UK; PC Professionell, PC Direkt and PI@net in Germany; as well as PC Expert, PC Direct and Cyberscope in France. All of these titles can also be found on the Internet at <http://www.zdnet.com/zdeurope/>.

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