



## Furbys Make Miracles Happen This Holiday Season

### Yahoo! and Tiger Electronics Team Up with Children's Charities to Offer Users A Chance to Bid on 1,000 of This Year's Most Popular Toy

**SANTA CLARA, Calif. and VERNON HILLS, Ill. -- Nov. 25, 1998 --** Yahoo! Inc. (NASDAQ: YHOO) today announced that Furbys™, the must-have, hot toy for the holidays, will be available on Yahoo!® Auctions through a generous donation by Tiger Electronics, a division of Hasbro (NYSE: HAS). Beginning Thanksgiving Day, the Yahoo! Charity Auctions Program (<http://auctions.yahoo.com>) will begin auctioning 50 Furbys a day for 20 days. Proceeds will go to benefit four national children's charities including the Children's Miracle Network, the Hasbro Children's Hospital, the Make-A-Wish Foundation of America and the Starlight Children's Foundation. The Children's Miracle Network will be the beneficiary of the first series of Furby Auctions for Charity on Yahoo!.

Through a specially-created area on Yahoo! Auctions, users will have the opportunity to bid for the popular furry creatures. To browse, bid, buy and learn more about these animatronic pets, consumers will want to visit <http://auctions.yahoo.com/furby.html>. Each auction will run for 24 hours and bids will open at \$30. From the "Furby Auction for Charity" area, people can also go to the Official Furby site to get product information, the latest news, and interesting facts on Furbys - from their language of Furbish to their unique names and personalities to their habits to their likes and dislikes - as well as check out Tiger Electronics' site. To learn more about the participating charities, users can access the Resource Page in the Furby Auction Area and go directly to each charity sites.

"Since Yahoo! began, we have been dedicated to helping people find what they are looking for and to promoting community awareness through access to online information. The Yahoo! Auctions Charity Program offers a dedicated forum for important cause-related outreach," said Rich Godwin, brand manager, Yahoo! Inc. "By joining efforts with Tiger Electronics, we hope to raise awareness for the efforts of these important charities and prompt others to join us in supporting other non-profit organizations that impact the lives of children."

"Tiger is thrilled with the response that everyone has had to Furby and we hope that this donation will help make the holidays a little more special for a lot of kids," said Marc Rosenberg, Tiger's vice president of corporate communications. "Working with Yahoo! Auctions enables us to reach millions of people and help them make a difference in the lives of our nation's children."

"Kah dah dooay!" said Furby in support of the program, which translated from Furbish means "Me big fun!"

"Children's Miracle Network's primary pledge is that 'kids come first.' We are tremendously grateful to have the support of Yahoo! and Tiger Electronics who also share this type of commitment to children. Because of them and their generosity, thousands of children will enjoy a merrier holiday season," said Stewart Park, senior vice president, sales and marketing for Children's Miracle Network (CMN Champions).

In addition to bidding on Furbys through the Yahoo! Charity Auctions Program, consumers can also participate in more than 1,500 current Furby auctions. For consumers looking to locate a fun and friendly Furby - check out Yahoo! Auctions during the holidays and watch the Furby frenzy unfold.

The Yahoo! Charity Auctions Program is part of Yahoo! Auctions, which is a free online person-to-person marketplace offering convenient access to more than 2,000 different categories such as: Toys & Games, Arts & Entertainment, Antiques & Collectibles, Computers & Software, Electronics and Cameras. The Yahoo! Charity Auctions Program is service dedicated to the ongoing support of not-for-profit organizations. All proceeds from the Yahoo! Charity Auction Program are donated directly to the celebrity's or participant's specified charity. Not-for-profit organizations interested in running a Yahoo! Charity Auction should contact [charityauctions@yahoo.com](mailto:charityauctions@yahoo.com) to learn more.

#### **About The Children's Miracle Network**

CMN Champions is dedicated to raising funds for 170 local children's hospitals throughout North America. Each of these hospitals is dedicated to treating the whole child regardless of the family's ability to pay. Each hospital affiliated with CMN owns the rights to raise funds under the CMN name in their local television market(s). This affiliation provides them with national corporate sponsors as well as the national 21-hour television broadcast that raises more than \$150 million each year. The best thing about CMN is its founding pledge that 100 percent of all the money raised stays in the local community to benefit local kids.

#### **About Tiger Electronics, LTD.**

Tiger Electronics, LTD is a division of Hasbro Inc. Tiger is the worldwide leader in electronic entertainment for the whole family. Tiger makes great toys like Brain Warp, Giga Pets, Lazer Tag and dozens more.

## **About Yahoo!**

Yahoo! Inc. is a global Internet media company that offers a branded network of comprehensive information, communication and shopping services to millions of users daily. As the first online navigational guide to the Web, [www.yahoo.com](http://www.yahoo.com) is the single largest 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 has 15 international Web properties outside the United States. Yahoo! has offices in Europe, the Asia Pacific and Canada and is headquartered in Santa Clara, Calif.

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