



## Yahoo! Inc And Granite Broadcasting Corporation Announce Television-Internet Alliance

**SUNNYVALE, CA and NEW YORK -- June 17, 1996 --** Yahoo! Inc. (Nasdaq: YHOO) and Granite Broadcasting Corporation (Nasdaq: GBTVK, GBTVP) today announced they will combine the enormous reach of television with the wealth of targeted content available on Yahoo!, the popular online Internet guide. Yahoo! and Granite will work together to integrate relevant web sites and information into the Granite newscasts and the stations' own web sites. Yahoo! will also feature local news feeds from the Granite stations. Within the next month, all nine Granite network-affiliated stations will launch the service.

"This unprecedented alliance will produce a fundamental change in the gathering and dissemination of television news," said Stuart J. Beck, President of Granite Broadcasting. "For the first time, television viewers will take charge of the news with easy access to detailed information on the news most important to them. No longer will television be considered a superficial delivery system."

The Internet has become so popular, that now what is on the Net is news. "With our wealth of content and expertise, Yahoo! is uniquely qualified to provide this service as a "voice" of the World Wide Web," said Jeff Mallett, Senior Vice President of Business Operations. "By working with the outstanding local Granite management team, Yahoo! will continue its strategy of tailoring unique content to develop new media properties, and to serve the needs of local communities."

In addition to adding Yahoo! content to newscasts, both companies are working together on an exclusive basis to develop local Yahoo! versions in all markets. As the exclusive local advertising representative, Granite will offer advertisers custom programs combining broadcast and Web media opportunities.

Granite Broadcasting Corporation owns and operates nine network-affiliated television stations in geographically diverse markets reaching 5.7% of the nation's television households. Three stations are affiliated with the NBC Television Network (NBC), three with the ABC Television Network (ABC), and three are affiliated with the CBS Television Network (CBS). The NBC stations include: KSEE-TV, Fresno-Visalia, California; WEEK-TV, Peoria-Bloomington, Illinois and KBJR-TV, Duluth, Minnesota and Superior, Wisconsin. The ABC affiliates are WKBW-TV, Buffalo, New York; KNTV(TV), San Jose and Monterey-Salinas, California and WPTA-TV, Fort Wayne, Indiana. The CBS affiliates are WWMT-TV, Grand Rapids-Kalamazoo-Battle Creek, Michigan; WTVH-TV, Syracuse, New York and KEYE-TV, Austin, Texas. Granite is the 1995 Black Enterprise Company of the Year and number 18 on Black Enterprise magazine's Industrial/Service 100 List. Granite's Internet home page can be reached at [www.granitetv.com](http://www.granitetv.com).

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational service that is among the most widely-used guides to information and discovery 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 a Web-wide search engine that is seamlessly integrated with the Yahoo! directory service. The Company is continuing to develop a global family of Yahoo! - branded media properties in targeted geographic (Yahoo! Japan, Yahoo! UK, Yahoo! France, Yahoo! Germany, Yahoo! Canada) subject matter (Yahoo! Computing, Yahoo! Internet Life), demographic areas.(Yahooligans!, a Web guide for kids). Yahoo! is also developing new services with VISA, and DEC's Alta Vista search technology. Yahoo! can be found on the Web at [www.yahoo.com](http://www.yahoo.com). Yahoo! Inc. headquarters are in Sunnyvale, California.

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