



## Now Austin Has Its Very Own Yahoo!

### Yahoo! Austin Offers Online Look at Greater Austin

**SANTA CLARA, Calif. -- January 14, 1997** -- Yahoo!, Inc. (Nasdaq: YHOO) today announced [Yahoo! Austin](http://www.austin.yahoo.com) (<http://www.austin.yahoo.com>), the newest addition to its series of metro guides, which currently includes Yahoo! San Francisco Bay Area, Yahoo! Los Angeles, Yahoo! New York, Yahoo! Chicago, Yahoo! Washington DC and Yahoo! Boston. Yahoo! Austin provides a comprehensive regional resource and online outlet for free expression for people traveling to, living and interested in the Austin area. Through partnerships with local and national content providers, Yahoo! Austin offers users a true insider's view of the greater Austin area, including the five surrounding counties.

#### Yahoo! Austin Features

Yahoo! Austin is a regional extension of the information and service already provided for the Austin area through Yahoo!'s popular main site. Published by and for the community-at-large, Yahoo! Austin offers a comprehensive resource specific to the needs of the area. This new Yahoo! guide gives users access to more than 3,000 sites that cover the greater Austin area with an equal number of sites covering regional getaways and neighboring cities. Similar to the main Yahoo! site, Yahoo! Austin is intuitively organized into fourteen key categories: Business and Stocks, Classifieds, Community, Education, Employment, Entertainment and Arts, Maps and Views, News, People, Real Estate, Sports and Recreation, Transportation, Travel, and The Austinite, which highlights unique aspects of Austin culture. Content specifically tailored for Austin appears within each category.

Under the Business and Stocks category, users can find essential information about Austin's businesses from company news to profiles on major corporations to real-time stock market quotes. Surfers can investigate Austin's high-tech scene, which is anchored by industry heavy-weights such as IBM, Texas Instruments and Dell Computers.

The News category features local news headlines and features from KEYE-TV, Austin's first TV station to establish a Web presence, as well as national news from Reuters and Texas area news from UPI. In addition, KEYE-TV's Web site and daily newscasts feature Yahoo!-provided links and content relevant to the day's top stories.

The Entertainment and Arts category has everything you need to hit the town in Austin. From restaurants and microbreweries to entertainment and nightlife listings from the Austin Chronicle, there is something for everyone.

A visit to The Austinite category connects users with the true essence of Austin living. Students can click on the University of Texas site to swap text books, search for housing or just check up on their favorite Longhorn teams. By scoping out Cyberculture, surfers can join a chat or visit an Internet café. In the Government category users can monitor local politics and elected officials.

For a taste of the "Live Music Capital of the World," the Music category has complete listings of the hottest venues and music happenings for every type of music any night of the week. Users can also check out information on Austin's most famous and up-and-coming musical artists as well as the weekly playlist from KLBJ 93.7 FM, Austin's Rock.

The Employment category features interactive job search services focusing on career opportunities at top companies in the Austin area. Individuals can find job fair information, company profiles, employment resources and even post their resumes online to prospective employers.

Yahoo! Austin provides free communication services such as bulletin boards, personal ads, and classifieds; including real estate listings, automotive listings and employment opportunities from local and national companies, including Motorola Semiconductor Products Sector and Samsung Austin Semiconductor. As with the other regional sites, Yahoo! Austin also features Yellow Pages, White Pages and Interactive Maps that can be used together to locate businesses and individuals within the area, down to the neighborhood and nearest cross streets, with driving and walking directions on exactly how to get there.

#### Yahoo! Partners

Yahoo! has partnered with key local and national media for a comprehensive insider's view of Austin. Current partners include:

- **KEYE-TV 42:** Local news
- **Austin Chronicle:** Guide to nightlife and entertainment listings
- **KLBJ 93.7 FM, Austin's Rock:** Weekly playlist

#### About Yahoo!

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational service 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 AltaVista Web-wide search capabilities. The Company is continuing to develop a global family of Yahoo!-branded media properties for targeted geographic (Yahoo! Japan, UK, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington DC, Boston); interest areas (Yahoo! Internet Life magazine and website and MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids and a women's oriented service with Women's Wire). 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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