



Yahoo! Ranks No. 1 In News

PC Meter Shows Yahoo! As Leading Source For Real-Time News And Information

Santa Clara, CA -- March 25, 1997 -- Yahoo! Inc. (NASDAQ: YHOO) today announced that recent analysis conducted by PC Meter found [Yahoo! News](#) as the most popular source for up-to-the-minute, general news on the Web. Yahoo! News had an audience reach of 8.8 percent -- more than other leading general news sources such as MSNBC.com (4.2 percent), CNN.com (3.8 percent) and USAToday.com (3.7 percent). The analysis was specially tabulated by PC Meter from its most recent (Jan. 1997) home-panel Audience Ratings data to provide usage detail on specific areas of Yahoo!, such as News, Finance, Sports and Weather. In addition, PC Meter's Jan. 1997 Audience Ratings report ranked Yahoo! as the No. 1 search and navigational site on the Web with an overall audience reach of 37.8 percent.

"While Yahoo! is known as the leading navigational guide and is the most popular service for finding Web sites, the study shows that more and more people are coming to Yahoo! to get other information such as news, financial and sports information," said Jeff Mallett, senior vice president of business operations at Yahoo!. "Feedback from our users and rapid traffic growth in areas such as news has indicated that people are looking for a convenient place for real-time information combined with a guide to the diverse resources of the Web."

Traffic in Yahoo!'s news area has grown significantly, approximately 250% from June 1996 through December 1996. Yahoo!'s overall traffic increased 122% in the same period. With information from more than 90 newsfeeds, Yahoo! News (<http://www.yahoo.com/news>) offers users a comprehensive source from national and local headlines to sports, entertainment, business and finance updates. Yahoo! News sources include leading, local TV stations within several United States metros and premium, national and specialty news providers such as Reuters, UPI, E! Online, Ziff-Davis, ESPN and the Motley Fool. In addition, Yahoo! News also provides community news feeds from key sources such as LatinoNet, PlanetOut and the Global Senior Network. PC Meter provides audience measurement of World Wide Web sites and on-line services. It is the only research service providing unduplicated measurement of audience exposure ("reach") at Web sites, demographics on home-based Web surfers, and measurement of all sites on the Web.

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 & Ireland, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington DC, Boston, Austin, Seattle, Dallas/Fort Worth); shared-interest (Yahoo! Internet Life magazine and website and MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids and Beatrice's Web Guide for women). Yahoo! can be found on the web at www.yahoo.com. Yahoo! Inc. headquarters are in Santa Clara, California.

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