



Yahoo! Network Wins Ibm's Global Internet Advertising Program

World's First Multinational Web Program Leverages Yahoo!'s Targeted Properties

SANTA CLARA, Calif. -- April 7, 1997 -- Yahoo! Inc. today said that IBM Corporation, one of the top three Web advertisers, has selected the Yahoo! Network to launch the world's first global, multinational Internet advertising program. The program will begin in mid-April and continue through the end of 1997.

"IBM is unmatched in providing customers with end-to-end, global Internet solutions. Because the Internet holds such great potential as a commerce and communications medium for us and our customers, we will make it an important and growing component of our worldwide media plan." said Marianne Caponnetto, IBM's director of worldwide media strategy and operations. "Yahoo!'s global reach and local language content offerings across geographic, demographic, and shared-interest and personalized properties, locally and internationally, provide unique and efficient advertising solutions that address a variety of markets around the world and help us achieve a substantial presence on the Internet."

"IBM's commitment to take a leadership position on the Internet is testimony that the Web is an effective and important advertising medium," said Anil Singh, Yahoo!'s vice president of sales. "The Yahoo! Network is uniquely suited to enable IBM to achieve its advertising objectives through our range of properties and broad reach throughout the world. This program is another first for the Web."

IBM is making full use of the Yahoo! Network, by tailoring its messages to the different geographic, demographic, and shared-interest audiences which Yahoo! delivers. IBM is applying an innovative approach by targeting individuals in several languages to reach all of its key audiences with My Yahoo! personalized pages, Yahoo! Metro local regional areas, and key demographic and international groups in the United States, Japan, France, Germany, the United Kingdom, and Canada.

The IBM program has exclusive positioning in multiple directory pages, content areas, keyword search results, and specific audience packages. Yahoo! provides similar global advertising solutions in a variety of categories such as automotive, consumer products, and entertainment, for companies interested in creating a significant presence on the Web across a range of targeted Internet audiences.

With the capability to target audiences globally through a single, branded, comprehensive source, the Yahoo! Network offers advertisers a unique solution that no other media company can deliver. Yahoo! Inc., the world's leader in interactive advertising, has achieved the single largest audience on the Web, serving an average of 20 million page views per day (as of Dec. 1996). Yahoo! is ranked the No. 1 search and navigational guide in the United States (PC Meter, Jan. 1997). The service provides advertisers with a growing audience of users internationally, with Yahoo Japan, the largest site outside the United States, and its other popular sites in France, Germany, the United Kingdom, and Canada.

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, Atlanta); shared-interest (Yahoo! Internet Life magazine and Web site 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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