



David Beckham Signs With Yahoo! as Global Football Ambassador

Worldwide Icon Brings Fans Closer to World's Most Popular Sport With Exclusive Content Only on Yahoo!

SUNNYVALE, CALIFORNIA, Jun 8, 2010 (Marketwire via COMTEX News Network) -- This summer, Yahoo!'s (NASDAQ:YHOO) more than 600 million global users will have even more reason to visit <http://uk.eurosport.yahoo.com/football/world-cup/> as global football star David Beckham will be featured exclusively as part of the company's unrivalled sports coverage.

This partnership brings together the world's largest online media company and the world's most iconic sports star to offer exclusive content only found on Yahoo! for Yahoo!'s coverage of the World Cup and the 2010/11 football season.

"Yahoo! has a true relationship with fans and is an online leader in sports content across the globe," said David Beckham. "Yahoo! will allow me to interact one on one with as many football fans as possible talking about the game I love."

Beckham will also be featured in the second phase of Yahoo!'s global integrated marketing campaign throughout the duration of the World Cup in select markets. The campaign focuses on showcasing specific products, services, and experiences that users can find only on Yahoo!. The goal of the campaign is to drive more people to search, use and talk about Yahoo! through exciting and experiential demonstrations of our unique ability to bring my world and the world together.

Yahoo! is an increasingly open and social platform, with users coming to Yahoo! to discover, share and chat with friends about the things that matter to them most. For Yahoo!'s campaign for its World Cup coverage, fans will discover exclusive content from Beckham in addition to its already robust offering of microsites, compelling mobile experiences, fantasy games and search tools for more than 20 countries. Three main components to the partnership between Yahoo! and David Beckham include:

- David Beckham channel within Yahoo! Sport's coverage of the World Cup, where Beckham will share his thoughts and his experience on playing and scoring in three consecutive tournaments.
- In anticipation for the 2010/11 football season, football fans will have the opportunity to directly connect to David Beckham and ask him questions through various Yahoo! channels, including Yahoo! Answers, Y!Mail and Y!Messenger.
- Beckham's participation in the Yahoo! marketing campaign throughout the summer of sport.

"Yahoo! is all about providing users with content that engages and excites them around their passions, and who other than a global personality like David Beckham to deliver just that for football fans," said Elisa Steele, Yahoo!'s Chief Marketing Officer. "David's experience in three consecutive World Cup championships combined with his club experience in both Europe and the US gives him a unique perspective on football and the World Cup and we are happy to broadcast his message to our nearly 600 million users."

About Yahoo!

Yahoo! attracts hundreds of millions of users every month through its innovative technology and engaging content and services, making it one of the most visited Internet destinations and a world-class online media company. Yahoo!'s vision is to be the center of people's online lives by delivering personally relevant, meaningful Internet experiences. Yahoo! is headquartered in Sunnyvale, California. For more information, visit pressroom.yahoo.com

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