



## Yahoo! Launches Weekend Edition, a New Weekend Destination on Yahoo! News

**Sponsored by Buick, Weekend Edition offers content for the weekend audience, including an original video program**

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! (NASDAQ:YHOO) and Buick today unveiled Weekend Edition on Yahoo! News, a new weekend program offering compelling original video and relevant editorial content, programmed for the weekend audience. Weekend Edition (<http://weekenedition.news.yahoo.com>) will help Buick reach and engage the Yahoo! News audience of more than 90 million monthly visitors by integrating the Buick brand in a premium-content environment.

"With Weekend Edition, we've established a destination that features lighter lifestyle-oriented news programming, which we already know is more popular with our weekend audience," said Mark Walker, vice president and head of Yahoo! News. "This program also aligns perfectly with Buick's target demographics and brand attributes, which makes Buick an ideal partner for Weekend Edition."

Weekend Edition programming will cover a wide range of topics, including travel and leisure, culture, family, and healthy living. In addition to featuring content from across the Yahoo! network and from Yahoo!'s content partners, Weekend Edition will be anchored by an original video series with several high-profile hosts, including:

- Dominique Dawes, a three-time Olympic gymnast who contributed to Yahoo! Sports as an analyst and correspondent from the Olympic Games in China and Vancouver
- Harry Hurt, an award-winning journalist and author of six books and the Executive Pursuits column in The New York Times, for which he hosted related Web videos
- Jim Brasher, host of the new series "Way of Life" that will air on The Discovery Channel's international outlets

Buick will be seamlessly integrated into the Weekend Edition experience in a way that aligns with its goal of providing people with content that enriches and broadens their view of the world and keeps them ahead of the curve. One element of the integration is a branded segment, "Discovered by Buick," at the end of every video, which will relate to the content of the video.

Weekend Edition will live on Yahoo! News and be promoted across the Yahoo! network.

"By working with innovative media partners, Buick is able to connect with consumers through their favorite news and entertainment sources," said Craig Bierley, director, Buick GMC Advertising and Sales Promotion. "As the exclusive sponsor of Yahoo!'s new Weekend Edition, we look forward to millions of people discovering the all new Buick Regal performance sedan."

Yahoo! has a long history of developing and distributing original premium programming that seamlessly incorporates advertiser messages into creative content that engages consumers and meets marketer objectives. Yahoo!'s successes in the original programming and branded entertainment space include: "Primetime in No Time," the most watched original program online; "Tech Ticker," the most watched finance show online; and "Who Knew?," which recently became the most successful original program to launch on Yahoo!, with more than 40 million streams in the first four months.

### About Buick

Buick is a modern luxury brand offering vehicles with sculpted designs, luxurious interiors with thoughtful personal technologies, along with responsive-yet-efficient performance. Buick is attracting new customers with its portfolio of award-winning models, including the Enclave crossover, LaCrosse sedan and Regal sport sedan. The new Buick Verano compact sedan and a small crossover will join the portfolio in the next few years. Buick's sales continue to increase in North America, and it remains a best-selling brand in China, with continuing record growth. Learn more about Buick cars and crossovers at [www.buick.com](http://www.buick.com), on Twitter [@buick](https://twitter.com/buick) or at [www.facebook.com/buick](https://www.facebook.com/buick).

### About Yahoo!

Yahoo! is an innovative technology company that operates the largest digital media, content, and communications business in the world. Yahoo! keeps more than half a billion consumers worldwide connected to what matters to them most and delivers powerful audience solutions to advertisers through its unique combination of Science + Art + Scale. Yahoo! is headquartered in Sunnyvale, California. For more information, visit [pressroom.yahoo.com](http://pressroom.yahoo.com) or the company's blog, Yodel Anecdotal

([yodel.yahoo.com](http://yodel.yahoo.com)).

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