



## **Yahoo! Brings Users A Convenient Way To Purchase Designer Fragrances**

### **The Fragrance Counter Joins Yahoo!'s Premier Merchant Program**

**SANTA CLARA, Calif. -- April 21, 1998** -- Yahoo! Inc. (NASDAQ: YHOO), today announced that The Fragrance Counter ([www.fragrancecounter.com](http://www.fragrancecounter.com)), has become a premier merchant on Yahoo! ([www.yahoo.com](http://www.yahoo.com)), the world's leading navigational guide to the Internet. Beginning today, Yahoo! users have a fast and easy way to access and purchase The Fragrance Counter's extensive collection of designer fragrances and cosmetics throughout relevant areas in the Yahoo! network of properties. Currently Yahoo!'s premier merchant program includes commerce providers in popular areas such as autos, books, computers, music, online stock trading, software, travel and videos.

"Through Yahoo!'s premier merchant program, we continue to add value to our users by providing them with easy and convenient access to retail merchandise and purchasing opportunities within Yahoo!'s popular interest areas," said Ellen Siminoff, vice president of business development at Yahoo!. "With the Fragrance Counter's large assortment of brand-name fragrances and cosmetics, Yahoo! users can browse for a particular fragrance or ask for fragrance suggestions, and directly make a purchase from the comfort of their computer."

Yahoo! users can now access and purchase The Fragrance Counter's products for both men and women by clicking on The Fragrance Counter's merchant button in relevant areas throughout the Yahoo! network of properties, including Yahoo! Personals, Yahoo! Yellow Pages, the Visa Shopping Guide by Yahoo! and targeted areas of the Yahoo! main site. [Fragrancecounter.com](http://Fragrancecounter.com) offers more than 1,000 designer fragrances from such brand names as Chanel, Calvin Klein and Elizabeth Arden. Users can take advantage of an on-sale area where they can shop for and select from a wide variety of fragrances. The service also features a fragrance advisor, enabling shoppers to receive assistance with their fragrance needs. Purchasers receive convenient, free shipping within 24 hours and a 30-day, money-back guarantee with all purchases. Gift wrapping is also available at no additional cost to the user.

"Providing convenience and a broad selection of quality products are among the most important services we can offer today's busy consumers," said Eli Katz, vice president, The Fragrance Counter. "Through our relationship with Yahoo!, The Fragrance Counter, is now easily accessible to millions of Yahoo! users worldwide who can purchase their favorite fragrances right in their own homes."

The Fragrance Counter will also be promoted through banner advertisements throughout the Personals area of Yahoo! Classifieds, fashion-related areas of the main Yahoo! directory and search results pages. Online shoppers can also find The Fragrance Counter in the Visa Shopping Guide by Yahoo! and Netscape Guide by Yahoo!. The Fragrance Counter will appear in promotions on the front page of Yahoo! and Netscape Guide by Yahoo!.

#### **About Yahoo!**

Yahoo! Inc. (NASDAQ: YHOO) is a global Internet media company that offers a network of globally-branded Web programming serving millions of users daily. As the first online navigational guide to the Web, [www.yahoo.com](http://www.yahoo.com) is the single largest guide in terms of traffic, advertising, household and business user reach, and is one of the most recognized brands associated with the Internet. Yahoo! Inc. provides targeted Internet resources and communications services for a broad range of audiences, based on demographic, key-subject and geographic interests. Yahoo! is headquartered in Santa Clara, Calif.

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