



Yahoo!'s Coverage Takes Center Ice in Vancouver

Yahoo! Unveils Winter Games Website and On-Location Entertainment for Fans, FanCouver

SUNNYVALE, Calif., Jan 15, 2010 (BUSINESS WIRE) -- Yahoo! (Nasdaq:YHOO) extends its vision of being the center of people's online lives with comprehensive Winter Olympics coverage and experiences.

Yahoo! will keep fans on top of the action with a games-dedicated website (<http://sports.yahoo.com/olympics>) featuring award-winning writers, a new Olympic mobile site, a custom-designed broadcast studio in Vancouver, and an entertainment center, FanCouver, where fans attending the games can participate in Yahoo! events and promotions.

"Winter Olympics fans are truly in for a treat from Yahoo," said Jimmy Pitaro, vice president of North American Audience of Yahoo!. "Fans and advertisers alike will experience outstanding Olympic Game coverage on Yahoo!, an exciting Vancouver entertainment center, and the chance to win cool prizes like Wii systems and digital cameras."

Yahoo! Sports' Vancouver Coverage

Yahoo! Sports, the No.1 online sports destination, will have one of the largest editorial teams in Vancouver, led by Yahoo!'s award-winning writers Dan Wetzell, Charles Robinson, and Martin Rogers. To give fans a multifaceted view and analysis of the competitions, Yahoo! Sports has also lined up Olympians and champion athletes, including:

- 1998 Olympic silver medalist and three-time world champion figure skater Elvis Stojko
- 1996 Olympic gold-medal gymnast Dominique Dawes
- Former NHL defenseman and three-time Stanley Cup champion Ken Daneyko
- 2008 world curling champion and 2009 Scotties Tournament of Hearts winner Jennifer Jones
- 1992 Olympic gold-medal moguls skier Donna Weinbrecht

Yahoo! Sports will have additional daily coverage with:

- Yahoo!'s Olympic mobile site, scheduled to launch on February 9, which will enable on-the-go fans to keep up with the latest, including medal counts, news and expert coverage, live results, and athlete profiles.
- Winter Games Roundup, a daily video news show that will recap top stories and give information on upcoming Olympic events, hosted by Dawes.
- Fourth-Place Medal, a leading Olympics blog that has keen insights from editor Chris Chase and Puck Daddy editor Greg Wyshynski.

Yahoo! Gives You a Chance to Win

Beginning January 25, 2010, fans can submit their favorite winter sports photos in the "Winter Sports Moment" sweepstakes at <http://sports.yahoo.com/fancouver> for a chance to win prizes ranging from digital cameras to a trip to the U.S. Freestyle Skiing Championship held at Squaw Valley, California, in March 2010. Participants are encouraged to share great hockey moments, downhill triumphs, or other thrilling winter sports photos. The sweepstakes is open to residents of the United States and Canada (excluding Quebec).

Yahoo! Turns Vancouver Into FanCouver

On opening day of the games, Yahoo! will unveil FanCouver, an entertainment center where all fans can go to enjoy:

- Live video streaming with "Fan-Cam"
- Free WiFi lounge
- Free hot cocoa bar
- Photo booth

- Pin giveaway, a tradition at the Games
- Appearances by athletes
- Games and giveaways

Located in the Yaletown section of Vancouver at 1128 Hamilton Street, FanCouver will be open February 12 through February 28, from 11 a.m. PST to 11 p.m. PST daily.

Advertisers Bring Home the Gold With Yahoo!

During the Winter Games Yahoo! and its advertising partners anticipate that millions of users across online and mobile platforms, will be accessing or sharing information about the Games. In order to meet users' need for relevant and timely Olympic information, Yahoo! is working with advertisers such as Acura and Visa to provide fans with Winter Games medal count coverage, robust athlete pages and the Winter Games Roundup.

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 or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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