



A New Yahoo! For Miami

A South Florida Resource

SANTA CLARA, Calif. -- August 4, 1997 -- Yahoo!, Inc. (Nasdaq: YHOO) today announced [Yahoo! Miami](http://miami.yahoo.com) (<http://miami.yahoo.com>), the newest addition to its series of metro guides, which currently includes Yahoo! San Francisco Bay Area, Yahoo! Los Angeles, Yahoo! New York, Yahoo! Chicago, Yahoo! Washington DC, Yahoo! Boston, Yahoo! Austin, Yahoo! Seattle, Yahoo! Atlanta, Yahoo! Dallas/Fort Worth, Yahoo! Twin Cities. Yahoo! Miami provides a comprehensive regional resource and online outlet for free expression for people living, traveling and interested in the Miami area. Through partnerships with local and national content providers, Yahoo! Miami offers users a true insider's view of the Miami community and region.

Yahoo! Miami Features Yahoo! Miami is a regional extension of the information and service already provided for the Miami area through Yahoo!'s popular main site. Published by and for the community-at-large, Yahoo! Miami offers a comprehensive resource specific to the needs of the area. This new Yahoo! guide gives users access to more than 4,000 sites that cover the metropolitan region, including Dade County, Broward County and portions of Monroe County and Palm Beach County.

Similar to the main Yahoo! site, Yahoo! Miami is intuitively organized into fourteen main categories: Business and Stocks; Classifieds; Community; Education; Employment; Entertainment and Arts; Maps and Views; News and Media; People; Real Estate; Sports and Recreation; Sun, Sand and Surf; Transportation; and Travel.

Content specifically tailored for Miami and Ft. Lauderdale appears within each category. Unique to Yahoo! Miami is the Sun, Sand and Surf category, which is a guide to sports and entertainment activities at the beach and on the water in Miami and beyond. Another unique offering is Yahoo! Miami's Storm Center, where users can follow the activity of tropical storms in real time during hurricane season. Individuals looking for getaway spots in the region can check out the Travel category, which also features hotel information and reservations for the Miami area from Miami VR.

Under the Business and Stocks category, users can find essential information about Miami's businesses from company news to profiles on major corporations to stock market quotes. The News category provides individuals with local news headlines and features from WFOR-TV, regional and national news from Reuters, and state news from UPI. For Spanish speaking visitors to Yahoo! Miami, the site offers news in Spanish from Reuters, highlighting sports, business, entertainment and general news.

In the Entertainment and Arts category, surfers can find entertainment and restaurant listings from the Miami Metro Network, featuring information on Miami's popular music clubs and newest hot spots, plus what to do and see around Dade County. From the bars in South Beach, to local film festivals and museums, Yahoo! Miami has something for everyone.

In Sports and Recreation, individuals can find the latest scores and schedules for Marlins, Panthers, Dolphins and Heat games. Users can find out the best place to rollerblade, the closest masters swim team, where to rent a plane or the latest stats for the University of Miami Hurricanes football team.

Looking to move up the career ladder? The Employment category features interactive job search services focusing on career opportunities at top companies in the Miami area. Individuals can post their resumes online to prospective employers or find job fair information, company profiles, employment resources and even post their resumes online to perspective employers.

Yahoo! Miami also provides free communication services such as bulletin boards, personal ads, and classifieds. Classifieds include real estate listings, automotive listings and employment opportunities from local companies such Network Communications (real estate), AutobyInternet, Inc. (autos), Net-Temps (employment) and BDS Marketing (employment). As with the other regional sites, Yahoo! Miami also features Yellow Pages, White Pages and Interactive Maps that can be used together to locate businesses and individuals within the area, down to the neighborhood and nearest cross streets, with driving and walking directions on exactly how to get there.

Yahoo! Partners Yahoo! has partnered with key local and national media for a comprehensive insider's view of Miami. Current partners include:

- WFOR TV: Local news headlines
- Miami Metro Network: Event, club and restaurant listings
- Miami VR: Hotel information and reservations
- Reuters - Spanish news feed; regional and national news

Yahoo! Miami Dolphins Sweepstakes

To kick-off the launch of Yahoo! Miami and the Miami Dolphins' regular season, Yahoo! Miami is hosting a sweepstakes to give away tickets to the Dolphins' first regular season home game versus the Indianapolis Colts on August 31. Beginning today through August 14, individuals can enter to win tickets courtesy of Power Images, a Ft. Lauderdale-based graphics company, through the Yahoo! Miami home page (<http://miami.yahoo.com>).

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); 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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