



Yahoo! Studios Original Program "Second Act from Yahoo! News" Nominated for News and Documentary Emmy® Award

Latest honor marks a milestone year for the series, part of Yahoo! Studios portfolio of original programming online

SUNNYVALE, Calif.--(BUSINESS WIRE)-- **Second Act from Yahoo! News** was nominated for a News and Documentary Emmy® Award in the category "New approaches to news and documentary programming: arts, lifestyle and culture" it was announced this week. A Yahoo! Studios original series featuring real life stories celebrating life, passion and reinvention, **Second Act** was the recipient of the 2011 National Edward R. Murrow Award for excellence in video feature reporting and a 2011 Webby Award for best online reality show.

Now in its second year, **Second Act** resides on Vitality (<http://vitality.yahoo.com/>) — a General Mills-sponsored channel on Yahoo! News, the #1 news site. Featuring content for the 45+ audience, the artistically shot, interview-narrated videos focus on charismatic individuals who have found or rediscovered a passionate interest or new career later in life. The series has an audience of over 630,000 unique visitors a month (June ComScore).

A recent **Second Act** episode featuring Laura Vikmanis, "the NFL's oldest Cheerleader," had more than 3 million viewers. Following the debut of the episode, New Line Cinema optioned the story for a feature film. Another single episode about a man who downsized to an 89-square-foot house and reinvented both his lifestyle and career in the process was viewed by more than 7 million people. **Second Act** is part of Yahoo! Studios' portfolio of original programming, which produces over 26 original video programs each month, including [Trending Now](#), [Who Knew?](#), [Breakout](#), and [Ram Country](#).

The News & Documentary Emmy® Awards will be presented on Monday, September 26 at a ceremony at Frederick P. Rose Hall, Home of Jazz at Lincoln Center, in New York City.

About Yahoo!

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.net) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

Yahoo! Corporate Communications
Bahareh Ramin, (310) 266-4354
Bahareh@yahoo-inc.com

Source: Yahoo!

News Provided by Acquire Media