



Yahoo! Inc. And Wire Networks, Inc. Unveil Beatrice's Web Guide

The Best of the Web for Women from Women's Wire and Yahoo!

SANTA CLARA & SAN MATEO, Calif. -- January 23, 1997 -- Yahoo! Inc., the leading navigational guide to the Internet, and Wire Networks Inc., producers of Women's Wire, the leading interactive magazine for women on the Web, today launched [Beatrice's Web Guide](http://www.bguide.com) (<http://www.bguide.com>). The new, co-produced site is a dynamic and topical interactive Web guide designed with women in mind. Beatrice's Web Guide is accessible through both [Women's Wire](http://www.women.com) (<http://www.women.com>) and [Yahoo!](http://www.yahoo.com) (<http://www.yahoo.com>). "Through our flagship product, Women's Wire, we have learned a lot about what women want and need from the Web. This new partnership leverages our strength in producing compelling interactive content with Yahoo!'s tremendous distribution capabilities," said Ellen Pack, Founder of Wire Networks, Inc. and the creator and inspiration for Beatrice's persona. "Through Beatrice's Web Guide, visitors can delve directly into content-rich sites."

The site's host is cyber-expert, Beatrice, who loves to share timely and useful reviews and tips about the best Web sites for women. The new site launches with 20 core categories. In each category, visitors will find "B's Top Three Picks" and five more sites in "Worth a Visit." To let visitors know about the latest offerings on her site, Beatrice posts a frequently updated hot list of highlights on the home page. "Yahoo! and Wire Networks form an ideal partnership to create, distribute and market innovative programming for women, which represent one of the most rapidly growing markets online," said Jeff Mallett, senior vice president of business operations at Yahoo!. "Currently, women represent over 30 percent of Yahoo!'s audience worldwide, and we expect this to grow to an even larger share over the next year." Industry research firm, Intelliquest, estimates that women represent 56 percent of the people intending to go online in the near future.

A sample of the selections on Beatrice's Web Guide include:

- **"B's Hot List,"** on the home page, is a friendly letter from Beatrice highlighting the newest stuff on her site.
- **"B's Fab Finds"** are fun, interactive features pointing out practical sites that help make the most of time spent on the Web. Example: "Globe-trotting on the Web," the lowdown on how to plan a spa vacation or adventure-travel trip.
- **"Reviews & Related Links"** offers up reviews of useful and outstanding sites in 20 categories, including Careers, Food & Wine, Entertainment, News & Politics and even Off the Wall, plus links to relevant content on Women's Wire and Yahoo!. Users can check out "B's Top 3 Picks" in each category.
- **"Ask B"** is the place to meet and talk to Beatrice. Users can suggest a new review category, share (or diss) a new site and let her know what they think about it.
- **"The Cafe"** is a chat area to share favorite sites and talk with other visitors.
- **"Where They Surf"** is a weekly behind-the-scenes peek at famous people's bookmarks. First up: Charlayne Hunter-Gault, national correspondent for PBS's "The News Hour with Jim Lehrer." Next: Rosie O'Donnell.
- **"Tech Tip of the Week"** is a quick tip to make the most of surfing experience. First up: how to change your home page. Next: How to find people on the Web.

Beatrice's Web Guide is launching with several prominent advertisers, including Maytag/Jenair, iVillage (About Work & Parent Soup), Avon, Budget Rent-A-Car, Spiegel and Rodale Press.

About Wire Networks, Inc.

Founded in 1992, privately held Wire Networks was one of the first companies to identify the potential of interactive media and recognize the potential of women on the Internet. Since the launch of Wire Networks' first site, Women's Wire in August of 1995, which has grown to attract more than 500,000 visitors per month, the company has attracted and retained numerous Fortune 500 advertisers. Wire Networks, Inc. is headquartered in San Mateo, California.

About Yahoo! Inc.

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational guide to information and entertainment on the Web. As the first on-line 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 Alta Vista Web-wide search capabilities. The Company is continuing to develop a global family of Yahoo!-branded media properties for targeted geographic (Yahoo! Japan, UK, Germany, France, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington DC, Boston, Austin), shared-interest (Yahoo! Internet Life magazine and Web site, MTV/Yahoo! UnFuRLed) and demographic audiences (Yahooligans!, a Web guide for kids, Beatrice's Web Guide for Women). Yahoo! can be found on the Web at <http://www.yahoo.com>. Yahoo! Inc. is headquartered in Santa Clara, California.

###

Note: All brands and products mentioned herein are trademarks of their respective holders.

Press Contacts:

Leilani Gietz
The Weber Group
lgietz@ca.webergroup.com
415-463-8642

Jennifer Hwang
Yahoo!
jenhwang@yahoo-inc.com
408-731-3362