



A New Yahoo! For Italy

Yahoo! Introduces Localized Internet Guide for Italy

MILAN, -- April 22, 1998 -- Yahoo! Inc. (NASDAQ:YHOO), the world's most popular Internet guide, today announced the launch of Yahoo! Italy (www.yahoo.it) an easy-to-use, Web guide localized for Italy. This new, free service provides an easy-to-use Internet guide with comprehensive coverage of Italian Web sites, news and services in the local language. Yahoo! Italy represents the latest in Yahoo!'s unrivaled network of global properties, which currently include UK & Ireland, Germany, France, Sweden, Norway, Denmark, Canada, Japan, Korea, Asia, Australia & New Zealand.

Yahoo! Italy launches with more than 7,000 Web sites in Italian, organized by Yahoo!'s Italian team of surfers into 14 easy-to-use categories and more than 300 subcategories. The new site features Yahoo! Notizie (Yahoo! News), where users can check out the latest stories on Italian politics, local and international news, and sports through continuous news feeds from Italian media partners Ansa, La Gazzetta dello Sport OnLine and Reuters. Additionally, individuals can go to Yahoo! Finanza (Yahoo! Finance) to look up financial news and information from Il Sole 24 Online as well as stock quotes from the Milan Stock Exchange and other international exchanges courtesy of CED Borsa and Standard and Poor's. Yahoo! Italy's Yahoo! Meteo (Yahoo! Weather) area provides users with local weather reports and satellite images for more than 30 Italian cities from WNI's weather service. Using Yahoo! Italy's Cerca Persone (People Search) directory service, individuals can find the e-mail addresses for other people living and working in Italy.

"Yahoo! Italy offers Italian users the only resource necessary to find anyone or anything on the Web," said Fabiola Arredondo, managing director of European operations at Yahoo!. "Yahoo! is committed to providing the Italian consumer with a broad array of quality Italian content and services from the Internet, and offering advertisers and merchants a valuable distribution platform for reaching users."

In addition to Italian Web sites and programming, Yahoo! Italy also links directly into the original Yahoo! site (www.yahoo.com) and into Yahoo!'s globally-branded network of 11 world properties.

Advertising Opportunities

Yahoo!'s world properties provide advertisers with ideal opportunities to reach targeted audiences around the globe. The Italian marketing and advertising community has been quick to recognize the strength of Yahoo! Italy as a platform to reach desired consumers. The list of sponsor advertisers includes major brand names such as Cariplo, EF, Ermenegildo Zegna, Fiat, IBM, Lloyd 1885 - RAS Group, Lotto, Mall.it, Muller, Seat/Pagine Gialle.

About Yahoo!

Yahoo! Inc. (NASDAQ:YHOO) is a global Internet media company that offers a network of branded Web programming that serves millions of users daily. As the first online navigational guide to the Web, www.yahoo.com is the single largest guide in terms of traffic, advertising, household and business user reach, and is one of the most recognised brands associated with the Internet. Yahoo! Inc. provides the 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, California, and has offices around the world in the U.K., Italy, France, Germany, Sweden, Canada, Australia, Japan, Korea and Hong Kong.

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