



Yahoo! Names PayPal and Yahoo! Executives to Lead Consumer Commerce Business

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! (NASDAQ:YHOO), the premier digital media company, today announced that former PayPal executive, Sam Shrauger, and current Yahoo! executive, Mollie Spilman, will co-lead the new consumer commerce business unit for Yahoo!. Both executives will hold titles of senior vice president, reporting to CEO, Scott Thompson and sit on Thompson's executive leadership team.

Under Shrauger and Spilman's leadership, the new commerce business will focus on delivering engaging and personalized consumer commerce experiences which will connect consumers to marketers and merchants. Based on Yahoo's unique understanding of customers needs, the commerce offerings will be relevant and customized in specific categories where people are already transacting on the web, such as autos, travel, jobs, personals, real estate and retail goods. This business unit will initially be made up of existing Yahoo! properties and is expected to include new offerings over time.

Shrauger joins Yahoo! after fourteen years of developing commerce products and services for the Internet. Most recently, he was vice president of PayPal's global product and customer experience organization, in which he defined the product vision and strategy for PayPal's global product portfolio. He was also instrumental in building PayPal's \$78 billion merchant services business and in developing products for the company's entry into traditional offline retail payments.

A current Yahoo! executive, Spilman most recently led marketing for Yahoo!'s Americas region. Under her leadership, Yahoo! built strategies which delivered relevant insights to clients and created programs that increased consumer engagement and usage across multiple platforms. Spilman comes into this role with more than 22 years of experience in media, advertising and marketing at companies such as AOL, Time Warner, Meredith Corporation, Discovery Networks and Advertising.com.

"Shrauger and Spilman are two extremely talented and experienced leaders who bring unique and complementary skills to our tremendous commerce opportunity," said Scott Thompson, CEO of Yahoo! "Under their leadership, both consumers and advertisers will benefit from Yahoo!'s ability to close the loop between consumer interests and advertising spend - ultimately redefining consumer shopping, buying and payments in ways that only Yahoo! can."

"Yahoo! has a massive opportunity to be part of the transformation of commerce going on across the Internet today," said Shrauger. "By harnessing the business' deep data set and large customer base, we have all the right elements to make buying on the web more fun, more engaging and therefore better for consumers. I couldn't be more excited to bring new and better shopping experiences to Yahoo customers across the world."

"I'm thrilled to co-lead a new business that will bring together all of Yahoo's commerce assets in one place for the benefit of our customers," added Spilman. "In doing so, we can create an even more effective and targeted platform for our advertising and merchant clients, and provide an even higher return on investment of their advertising spend."

About Yahoo!

Yahoo! 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).

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