



Yahoo! Debuts "MLB.com Full Count" — A New Digital Baseball Experience

Available now: Daily live in-game programming, video highlights and best-of-moments only on Yahoo! Sports and MLB.com

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! Inc. (NASDAQ:YHOO), the premier digital media company, today announced the debut of MLB.com Full Count, a new online video offering produced and powered by MLB.com in partnership with Yahoo! Sports that lets fans follow live Major League Baseball action throughout the remainder of the regular season. MLB.com Full Count is available exclusively on Yahoo! Sports and MLB.com.

MLB.com Full Count features live look-ins to key plays and pivotal moments and in-progress video highlights from around the league, as well as statistical data and historical footage relevant to the day's action. Additionally, fans can pause the live action or navigate back to content from earlier in the video stream to catch up on events from earlier in the day. MLB.com Full Count also includes an embedded Twitter feed for tracking MLB.com insiders, Yahoo! baseball reporters, expert analysts choosing upcoming live looks and social media activity buzzing around live MLB games.

"This product continues our seven-year relationship with MLB.com and builds on our leadership as the No. 1 general sports site online," said Ken Fuchs, vice president, Yahoo! Media Network. "MLB.com is one of our most innovative partners, and they have delivered a product that will provide avid baseball fans a fast-paced daily destination to follow their teams and the biggest games, players and moments as well as unique video and integrated solutions for our advertising partners."

"We have built Full Count to deliver MLB highlights to fans as they happen in a user-friendly, media-rich environment," said Kenny Gersh, senior vice president, business development, MLB.com. "We are pleased to continue to bring MLB content to Yahoo!'s massive audience."

MLB.com Full Count expands the Yahoo! Sports platform, offering advertisers the best sports portfolio online and providing the opportunity for marketers to align their brands with premium video content to target the most passionate baseball fans throughout North and Latin America.

In 2012, MLB.com Full Count will cover the entire regular season beginning with the first full day of games. It also will expand distribution to mobile and tablet devices and further integrate scores, news, social media and fantasy baseball information. Pursuant to the agreement signed earlier this summer, MLB.com also is providing Yahoo! access to daily highlights from every game.

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.com) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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About Major League Baseball Advanced Media

Established in June 2000 following a unanimous vote by the 30 Major League Baseball club owners to centralize all of Baseball's Internet operations, MLB Advanced Media LP (MLBAM) is the interactive media and internet company of Major League Baseball. MLBAM manages the official league site, www.MLB.com, and each of the 30 individual Club sites to create the most comprehensive Major League Baseball resource on the Internet. MLB.com offers fans the most complete baseball information and interactivity on the web, including up-to-date statistics, game previews and summaries, extensive historical information, online ticket sales, baseball merchandise, authenticated memorabilia and collectibles, fantasy games, live full-game video webcasts and on-demand highlights, live and archived audio broadcasts of every game, Gameday pitch-by-pitch application, around-the-clock hosted and specialty video programming and complete blogging capabilities. MLB.com offers more live events on the Internet than any other website in the world.

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Source: Yahoo! Inc.

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