



## **Yahoo! Teams With Planetout, A New Consumer Website**

### **Partnership to Produce Lesbian and Gay News Daily**

**SANTA CLARA, Calif. -- September 4, 1996** -- Yahoo! Inc., publisher of the most intuitive, up-to-date and efficient guide to online information and discovery, and PlanetOut, a worldwide, online community for lesbian, gay, bi and trans people, announced today a partnership to deliver daily lesbian and gay news in Yahoo!'s Gay and Lesbian categories (<http://headlines.yahoo.com/planetout>). The daily news product is produced by PlanetOut's team of five veteran newsradio journalists based in San Francisco and Los Angeles.

"Yahoo! and PlanetOut are working together because we both believe in and encourage diversity and free expression," said Jeff Mallett, senior vice president of business operations at Yahoo!. "We both want to create a strong sense of community around our sites, and our news collaboration helps Yahoo! users stay in touch with the growing audience served by PlanetOut," he added.

"PlanetOut's goal is to expose our daily news and our site to the widest possible audience. With Yahoo!'s extensive reach, we couldn't ask for more," said Tom Rielly, founder and president of PlanetOut. "Because many people in our target market are still in the closet, Yahoo! provides them a safe way to discover our site, and all the support resources that it offers," he added.

#### **Custom News**

Starting today, PlanetOut will provide Yahoo! daily lesbian and gay news seven days a week. People who bookmark the Yahoo!/PNO news page can stay informed about what's going on around the world and in their communities. Breaking news will be updated numerous times a day. And Yahoo! users wanting more in-depth analysis can link to the PlanetOut site to listen to This Way Out, the award-winning weekly news program.

"One of Yahoo!'s main objectives is to deliver content that appeals to a broad audience," said John Briggs, Yahoo! senior producer. "Partnerships with companies like PlanetOut are an important part of Yahoo!'s strategy to provide users with access to extensive and diverse information."

The PlanetOut Lesbian and Gay daily news is home to original reporting and crisp, clear, accurate news from veteran radio producers Lucia Chappelle, Cindy Friedman, Greg Gordon, and Brian Nunes who have produced the award-winning public radio program "This Way Out" for over eight years and four hundred consecutive weekly broadcasts, and Mary Salome, PlanetOut's news producer based in San Francisco. "This Way Out" will also be available in audio and text on PlanetOut's website.

#### **Sunglasses -- Yahoo!'s recognition of excellence**

PlanetOut's first website, PopcornQ ([www.popcornq.com](http://www.popcornq.com)), the ultimate online home for the queer moving image, earned Yahoo!'s "sunglasses" icon, awarded to Yahoo!'s "Cool" sites. PlanetOut announced today that it acquired the Queer Resources Directory, the oldest and largest gay Internet entity, also a Yahoo! "sunglasses" wearer.

#### **About PlanetOut**

Founded in 1995, PlanetOut Corporation (PNO) is a worldwide online community of lesbian, gay, bi and trans people. Available on the World Wide Web ([www.planetout.com](http://www.planetout.com)), America Online (Keyword: PlanetOut) and the Microsoft Network (Go Word: PlanetOut), PNO has a staff of 25 in San Francisco, Los Angeles, New York, and 150 remote staff in 10 countries.

#### **About Yahoo!**

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational guide to information and entertainment on the Web. As the first online 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 AltaVista Web-wide search capabilities. The Company is continuing to develop a global family of Yahoo!-branded media properties in targeted geographic (Yahoo! Japan, UK, Canada, San Francisco Bay Area, Los Angeles), subject matter (Yahoo! Internet Life magazine and website) and demographic areas (Yahooligans!, a Web guide for kids). Yahoo! is also developing new services with VISA. Yahoo! can be found on the web at [www.yahoo.com](http://www.yahoo.com). Yahoo! Inc. headquarters are in Santa Clara, California.

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**For more information:**

**Yahoo!**  
Jennifer Hwang

408/731-3311  
jenhwang@yahoo-inc.com

**PlanetOut Corporation**  
Summer Lopez  
(415) 547-2800 x 305  
summer@planetout.com

**Publicist:**  
Stephen Rivers  
(310) 395-2993  
rivers@planetout.com

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