

NCAA Basketball Comes To Yahoo!

Yahoo! Features Up-to-the-Minute, Online Coverage of the NCAA Basketball Playoffs

Santa Clara, CA -- March 10, 1997 -- The NCAA playoffs are here, and Yahoo! has complete coverage of all the women's and men's action on the Yahoo! Scoreboard NCAA playoffs site (http://basketball.yahoo.com/yahoops/). College basketball fans can follow the playoffs with up-to-the-minute scores and updates from the games as well as comprehensive information and resources about the teams and surrounding communities. Visitors to the site can also register for a chance to win prizes by entering the YaHoops! women's and men's college basketball tournament pool. "Yahoo! continues to be a leading source for up-to-the-minute, comprehensive sports content," said Tonya Antonucci, producer for Yahoo! Scoreboard. "The Yahoo! NCAA playoffs site and YaHoops! promotion provide an informative, interactive and fun way for basketball fans to follow the games."

Updates, Team Brackets & Match-up Pages

For fans following the games online, Yahoo! offers up-to-the minute information and scores as well as previews, recaps and schedules for the NCAA women's and men's playoffs. Women's and men's team brackets are provided for each of the four regions, allowing users to follow the progress of the championships. The team brackets are linked to Yahoo! Match-up pages that provide head-to-head stats, team roster and stats as well as links to information such as university and local newspaper coverage about the games. In addition, the Match-up pages include resources from the main Yahoo! site and Yahoo!'s Get Local service for news, weather, entertainment listings and miscellaneous information about the communities for each of the college teams in the match-up. Not only can fans find out how their teams are doing, but they can also check out what's going on in the surrounding community as well. As the games progress, the brackets are quickly updated so that individuals can continue to stay on top of the next match-up. Users can also head into Yahoo! Sports Chat to talk with others about the playoff action.

YaHoops!

For those individuals who believe they can predict the NCAA winners, Yahoo! invites them to enter the YaHoops! interactive basketball pool. Contestants can register and enter their men's and women's team picks starting today through March 13th and follow the YaHoops! team brackets to see how their picks perform. Match-up pages for the first 32 men's and women's games are available so YaHoops! players can research the head-to-head information they need to help them make their picks. Prizes include a basketball Hall of Fame package from Sportsline and Sports Travel and a Caribou II home gym from Healthflex.

About Yahoo!

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational service 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 for targeted geographic (Yahoo! Japan, UK & Ireland, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington DC, Boston, Austin, Seattle); shared-interest (Yahoo! Internet Life magazine and website and MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids and Beatrice's Web Guide for women). Yahoo! can be found on the web at www.yahoo.com. Yahoo! Inc. headquarters are in Santa Clara, California.

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