



Yahoo! Re-Imagines Entertainment; Launches Yahoo!® Entertainment App for iPad™

The Essential Living Room Companion for Couch Potatoes Everywhere

SUNNYVALE, Calif., Apr 02, 2010 (BUSINESS WIRE) -- Yahoo! Inc. (NASDAQ:YHOO) today announced Yahoo! Entertainment for the Apple® iPad. The app provides consumers with a brand new experience for the way they live, consume and enjoy content. People are able to explore entertainment content, television listings, videos, news and more - through an elegant and immersive experience that only Yahoo! can provide. Yahoo! Entertainment for iPad is available for free from the App Store on iPad or at <http://itunes.com/apps/yahooentertainment>.

Yahoo! is leveraging the powerful features of the iPad to create one of the most interactive and personal experiences possible. An innovative Multi-Touch user interface makes it easy to help people discover new content on Yahoo! Entertainment. The app takes advantage of iPad's geo-location functionality to pinpoint consumers' locations to deliver relevant, local television listings and content. The app can be used in both portrait and landscape displays.

"Devices like the iPad allow Yahoo! to create new experiences and expand the art of what's possible in the eyes of consumers. Just like we did with Connected TV and mobile, we successfully re-imagined the consumer experiences for an entirely new platform," said Tapan Bhat, senior vice president of Yahoo!'s Integrated Consumer Experiences. "Yahoo! Entertainment for iPad is simply amazing. The combination of compelling and engaging content coupled with unique design and innovation, provides consumers with an unparalleled Web experience."

The Yahoo! Entertainment App offers an intuitive and rich design. Through real-time content from local providers, the app surfaces and recommends TV shows, entertainment articles, and a wide variety of videos from across the Web. Key features of Yahoo! Entertainment for iPad include:

- **TV Program Guide and Listings:** Find favorite programs, featured TV shows, and recommendations; customize and filter content for a personalized entertainment guide.
- **News, Comics, and Book Reviews:** Read the most sought after entertainment news from Yahoo! TV and Yahoo! Movies and more, in an easy-to-navigate, magazine-style layout.
- **Original Video Content:** From sports to news, discover videos from Yahoo!'s top media properties, including Yahoo! Sports Minute and Tech Ticker. Video content is also available from other notable sources.

The Yahoo! Entertainment App demonstrates the future direction of Internet design and is another example of Yahoo!'s continued commitment to delivering cutting-edge, innovative and personally relevant experiences. It is the first of many engaging experiences being developed by Yahoo! for iPad. For more information on the Yahoo! Entertainment iPad app, please visit <http://entertainment.yahoo.com/ipad>

About Yahoo!

Yahoo! attracts hundreds of millions of users every month through its innovative technology and engaging content and services, making it one of the most visited Internet destinations and a world-class online media company. Yahoo!'s vision is to be the center of people's online lives by delivering personally relevant, meaningful Internet experiences. Yahoo! is headquartered in Sunnyvale, California. For more information, visit <http://pressroom.yahoo.com> or the company's blog, Yodel Anecdotal (<http://yodel.yahoo.com>).

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