Yahoo! Selected As A Featured Search Provider For Microsoft Internet Explorer 4.0

SANTA CLARA, Calif. -- July 22, 1997 -- Yahoo! Inc. (NASDAQ:YHOO) today announced that it is a featured search provider for Microsoft's newest version of Microsoft Internet Explorer 4.0, Preview 2. Users can access Yahoo! through various points within the Microsoft Internet Explorer browser, including the main search button on the tool bar, the Microsoft home page and MSN, The Microsoft Network. This extends Yahoo!'s arrangement with Microsoft Internet Explorer 3.0, in which Yahoo! continues to be a featured search provider.

Launched last Tuesday, Microsoft Internet Explorer 4.0 Preview 2 provides users with the ability to search the Web from various points within their desktop through access to Yahoo! and other premier search providers. This latest test version also offers a "Search Bar" that allows individuals to browse the pages turned up by Yahoo! without losing track of the search results list itself.

"As the leading navigational Internet guide, Yahoo! is an ideal starting point for Microsoft Internet Explorer users to find what they're looking for on the Web quickly and easily," said Jeff Mallett, senior vice president of business operations at Yahoo!. "Offering access to Yahoo! throughout this latest version of Microsoft Internet Explorer offers us the opportunity to reach a vast audience and provide a seamless transition from working on the desktop to researching information on the Web."

"Making it easier for users to search and find information on the Web is a priority for Microsoft," said Yusuf Mehdi, director of product marketing in the application and Internet Client group at Microsoft. "By combining Microsoft Internet Explorer 4.0's unique searching capabilities with Yahoo!'s breadth of content, we can offer our mutual customers a dramatically easier way to explore the Web."

About Yahoo!
Yahoo! Inc. (NASDAQ:YHOO) is an Internet media company that offers a network of globally-branded properties, specialty programming, and aggregated content distributed primarily on the Web, serving business professionals and consumers. As the first online navigational guide to the Web, www.yahoo.com is the single largest guide in terms of traffic, advertising, and household reach, and is one of the most recognized brands associated with the Internet. Yahoo! Inc. continues to develop a family of community services, including Yahoo! Chat, Classifieds, and Yellow Pages, along with targeted Internet guides for geographic audiences (Yahoo! Japan, UK & Ireland, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington, D.C., Boston, Austin, Seattle, Dallas/Fort Worth, Atlanta, Minneapolis/St. Paul); shared-interest audiences (Yahoo! Internet Life magazine and website, Yahoo! Finance, Yahoo! News and unfURLed, MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids; and Beatrice's Web Guide for women). Yahoo! Inc. is headquartered in Santa Clara, Calif., and can be found on the Web at www.yahoo.com.

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