

Yahoo! and Aceso Announce Multi-Year Yahoo! Toolbar and InstallShield Distribution Agreement

Software Producers Enabled to Rapidly Establish Additional Revenue Opportunities

SUNNYVALE, Calif. & CHICAGO, Jun 05, 2008 (BUSINESS WIRE) -- Yahoo! Inc (Nasdaq:YHOO) and Aceso Software, formerly a division of Macrovision, today announced a multi-year global agreement to offer the Yahoo! Toolbar to over 71,000 organizations using Aceso's InstallShield(R) technology. The partnership makes it easy for software producers to optionally bundle the Yahoo! Toolbar into a software installation as a value-add.

InstallShield, deployed on more than 500 million PCs worldwide, is used by software producers of all sizes and allows them to author high-quality installations for the PC. With this new offering, Aceso Software formally announces a value-added services strategy to extend the benefits of InstallShield. As software companies face slower growth, the strategy focuses on options for them to generate additional revenue and provide new capabilities for their customers.

Yahoo! Toolbar, which was the Web's first downloadable toolbar and is currently available in more than 24 markets, helps users simplify their web routines on and off Yahoo!.

"InstallShield is the de facto standard for authoring installs - from the top 100 software producers in the world to the individual developer. By simplifying the addition of Yahoo! Toolbar into their installs, software producers of any size can bring Yahoo!'s powerful search functionality to their end-users while opening up brand new revenue opportunities," said Mark Bishof, CEO, Aceso Software.

"Our goal is to offer users access to the most comprehensive and relevant content on the Web. With InstallShield being deployed on more than 500 million PCs worldwide, this partnership gives us the ability to extend our reach with Yahoo! Toolbar and become the starting point for InstallShield's global community," said Vish Makhijani, General Manager and Senior Vice President, Yahoo! Search.

To learn more about this new value-added service for InstallShield, please visit www.aceso.com/installshield.

About Yahoo!

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! is focused on powering its communities of users, advertisers, publishers, and developers by creating indispensable experiences built on trust. Yahoo! is headquartered in Sunnyvale, California. For more information, visit [pressroom.Yahoo!.com](http://pressroom.yahoo!.com) or the Company's blog, [Yodel Anecdotal](http://Yodel.Anecdotal).

About Aceso Software

Aceso Software provides solutions that power the business of software for multiple customer segments, including hardware and software producers, engineers and developers, helping them uncover revenue opportunities, streamline their infrastructure and reduce costs. The company's proven solutions, including the FLEXnet and InstallShield product lines, have been simplifying the business relationship between software and hardware producers and their enterprise and government customers for more than 20 years. Aceso maximizes the value of the software the world develops and uses. For more information, please go to: www.aceso.com

SOURCE: Yahoo! Inc.

Yahoo!

Sheila Tran, 408-349-6455

tsheila@yahoo-inc.com

or

Aceso Software

Kathy Sharo, 847-466-4303

ksharo@aceso.com

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