



Yahoo! And ViewCall America Announce Strategic And Co-Development Partnership

Also Announce Joint Commitment to Support Development of TV-HTML™ Standards

Atlanta, GA -- September 16, 1996 -- Yahoo! Inc. and ViewCall America, Inc. today announced a strategic partnership in which Yahoo! will be the primary navigational search and directory for subscribers of the ViewCall America On-TV™ Internet service for the home. In addition, Yahoo! and ViewCall have committed to further enhance subscribers' experience with Internet surfing through the TV.

Yahoo! the leading guide to the Internet and widely regarded as the leading brand on the Internet, will provide ViewCall America, the premiere on-TV Internet service for the home, with Yahoo!'s intuitive and easy-to-use directory and wealth of web content for ViewCall America subscribers. With one click of a TV's hand-held remote control, ViewCall America subscribers will be linked to a co-branded Yahoo!-ViewCall America home page designed to all ViewCall America subscribers to effortlessly surf and search the Internet.

Additionally, Yahoo! will incorporate My Yahoo!™ into its ViewCall America offering, allowing users to create personal Yahoo! pages with news, sports, weather, stock quotes and Internet sites based on their personal interests. Yahoo! will also incorporate its regional sites, such as Yahoo! San Francisco Bay Area, Los Angeles, and New York, which provide local free services including classified, personal and bulletin boards, and news from local media. Content from Yahoo!igans!, Yahoo!'s Web directory for kids, will also be included, and Yahoo! will work with ViewCall America to incorporate international content and services as subscribers from outside the U.S. sign-on to ViewCall America's On-TV Internet service for the home.

Jeff Mallett, Senior Vice President of Business Operations of Yahoo! said, "ViewCall America's On-TV service will put Yahoo! in front of an entirely new market of consumers surfing the Internet from a TV or other Internet information appliance. This is an enormous opportunity for Yahoo! to demonstrate our expertise as an Internet guide to millions of new Internet surfers."

Carlos Silva, VP of On-TV Services of ViewCall America, said, "Integrating Yahoo!'s Internet expertise with ViewCall's consumer-centric On-TV Internet service makes for a powerful combination and ensures a positive experience for consumers."

ViewCall America and Yahoo! will work together with other interested companies to develop TV-based Web extensions (TV-HTML™). These TV-HTML extensions will be developed as an open standard in cooperation with all manufacturers, web developers and content providers that support the continued evolution of open standards to reach a new market of consumers. The availability of open TV-HTML standards will serve to integrate the Web and the television, enhancing the quality and availability of TV-friendly content on the Web. The goal of the TV-HTML standards effort is to ensure that consumers in the home have a fun and entertaining experience using the Internet through Internet television. Further announcements in the coming weeks will identify other supporters of this new TV-HTML standards effort.

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 Alta Vista 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, New York), subject matter (Yahoo! Internet Life magazine and website) and demographic areas (Yahoo!igans!, a web guide for kids). Yahoo! is also developing new services with VISA. Yahoo! can be found on the web at www.yahoo.com. Yahoo! Inc. headquarters are in Santa Clara, California.

About ViewCall America

ViewCall America is the premiere On-TV Internet service for the home, committed to delivering a high quality, easy and fun Internet adventure to millions of consumers. ViewCall's non-proprietary On-TV Internet service for the home is an ideal solution for bundling with Internet TVs, Internet set top boxes, Network Computers and Internet Appliances. ViewCall America, Inc. is a majority-owned subsidiary of Colorocs Information Technologies, Inc. (OTC Bulletin Board: CLRC) headquartered in Norcross, GA.

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