



Yahoo! Expands Audience; Ranked No. 1 In U.S. And Overseas

U.S. Audience Grows to More Than 30 Million

SANTA CLARA, Calif. -- April 8, 1998 -- Yahoo! Inc. (NASDAQ: YHOO), a leading Internet media company, today announced that traffic on the Yahoo! global network of properties reached a new record of 95 million page views per day during the month of March, a 46 percent increase over its 65 million page view per day average reported for the month of December 1997. In addition, Yahoo! continues to have the largest audience of any online service or site on the Web with more than 30 million unique users per month in the United States. Recent research also shows Yahoo! to have the highest reach among all Web sites, and among navigational guides has highest overall user opinion and is among the highest in user loyalty.

"We have relentlessly continued to add valuable content, communication tools, and commerce services, and as a result, Yahoo!'s users are using our service more frequently and are very loyal," said Jeff Mallett, chief operating officer, Yahoo! Inc. And, our audience is growing as more new Internet users make Yahoo! the one place they go to meet all of their online information and entertainment needs."

As a result of its growing audience base and popularity, Yahoo! is ranked No. 1 in reach among all Web sites with work users (48.6 percent) and is second only to AOL among home users (42.9 percent). Yahoo! is also ranked No. 1 in exclusive usage among the top five navigational guides and search engines. Yahoo! is used as the exclusive navigational guide by 44.1 percent of its home users-more than double the percentage of exclusive users of the next closest navigational guide or search engine (Media Metrix, February 1998). Yahoo! holds the highest overall user satisfaction ratings among navigational guides, with 90 percent of users rating it "excellent" or "very good." Seventy-eight percent of Yahoo! users have bookmarked the site (NPD Online, Winter 1998).

Yahoo! users frequently use Web services beyond search and directory, such as news (39 percent), e-mail (38 percent), weather (30 percent), people search (30 percent) and stock quotes (26 percent). Yahoo! users are also visiting career, metro, classified, employment and sports sites more than users of any other navigational guide. Nearly one-third of Yahoo!'s audience use My Yahoo!, a personalized version of Yahoo!, compared to an average of 10 percent of individuals using the personalization feature among other navigational guide visitors (NPD Online, Winter 1998).

Yahoo! has become one of the most popular places for new users to start using the Internet. In addition, today 86 percent of Yahoo!'s visitors are heavy Web users, spending at least 10 hours per month on the Web. Users spend more time on Yahoo! than any other Web site both at home and work. Yahoo! has the leading share of time spent on the Web, with 29 percent share of Web minutes per month among the top 25 Web sites at work and 26 percent at home, according to Media Metrix (February 1998).

Yahoo! Around the World

Along with Yahoo!'s growth in the U.S., its international network of properties outside the U.S. has experienced strong growth in recent months. Yahoo! Korea (www.yahoo.co.kr), the newest of Yahoo!'s sites in Asia, has already reached approximately one million page views per day since being launched in September 1997. In Europe, Yahoo!'s U.K./Ireland site (www.yahoo.co.uk) was recently ranked the most popular among all U.K. Web sites with three times more traffic than the next closest site (New Media Age, February 1998). Yahoo! Deutschland (www.yahoo.de) is ranked No. 1 in reach (44.5 percent) and is the most regularly used navigational guide on the Internet in Germany (GfK Online Monitor, February 1998). Yahoo! France (www.yahoo.fr) is ranked No. 1 in reach among all Web sites in France, with 55.3 percent of all Internet users using the site in a one-week period (Etude Motivaction Online, January 1998).

About Yahoo!

Yahoo! Inc. is a global Internet media company that offers a network of branded Web programming that serves millions of users daily. As the first online navigational guide to the Web, www.yahoo.com is the single largest guide in terms of traffic, advertising, household and business user reach, and is one of the most recognized brands associated with the Internet. Yahoo! Inc. provides targeted Internet resources and communications services for a broad range of audiences, based on demographic, key-subject and geographic interests. Yahoo! is headquartered in Santa Clara, Calif. and has offices around the world in the U.K., France, Germany, Sweden, Canada, Hong Kong, Japan, Korea and Australia.

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