



## Now Scandinavia Can Yahoo! Too

### Yahoo! Introduces Localized Internet Guides in Denmark, Norway and Sweden

**SANTA CLARA, Calif. -- November 3, 1997 --** Yahoo! Inc. (NASDAQ:YHOO) today announced the launch of its localized guides for the Scandinavian countries of [Denmark](http://www.yahoo.dk) (<http://www.yahoo.dk>), [Norway](http://www.yahoo.no) (<http://www.yahoo.no>) and [Sweden](http://www.yahoo.se) (<http://www.yahoo.se>). The new Yahoo!Æ sites provide users in each of the countries a comprehensive guide of local Web sites in the local languages, plus access to the main [Yahoo!](http://www.yahoo.com) site (<http://www.yahoo.com>), the world's most popular guide to the Internet. The new Scandinavian sites represent the latest offerings in Yahoo!'s series of world properties, which currently include Canada, Japan, France, UK & Ireland, Germany, Australia & New Zealand, Korea and Yahoo! in Asia (a mirror site based in Singapore). Yahoo.com was recently ranked No. 1 in its category among business and household users by Media Metrix, having the highest unduplicated overall reach among both audiences (August 1997 survey).

"Yahoo! is continuing to tap into world regions with high Internet usage like Scandinavia to expand its global network of properties," said Heather Killen, managing director of Yahoo! Europe. "With the extensive resources available to us via Yahoo! in the United States combined with partnerships forged in the European markets, we are clearly ahead in bringing together the best Net content for each region."

#### Yahoo! Denmark, Yahoo! Norway, Yahoo! Sweden

The new Scandinavian Yahoo! sites provide users in the region with Internet guides localized for their local needs and interests. The guides are organized into categories adapted to suit the needs of the local audience, and Yahoo! experts in each country hand-catalog local Web sites into the appropriate categories for each of the properties. At launch, Yahoo! Denmark is comprised of more than 3,000 Danish Web sites; Yahoo! Norway consists of more than 4,000 Norwegian sites and Yahoo! Sweden has more than 10,000 Swedish sites. Local content such as news, sports and weather are also featured through cooperation with partners in Europe.

#### Advertising Opportunities

Yahoo!'s world properties provide advertisers with ideal opportunities to reach targeted audiences around the globe. The Scandinavian marketing and advertising community has been quick to recognize the strength of Yahoo!'s new offerings. The list of charter advertisers includes major brand names such as IBM, Unibank, Digital Equipment and Zurich Insurance for Yahoo! Denmark; IBM, Omnitree Norge, Internett Kanal 1, Fun.com and Hjemnet for Yahoo! Norway; IBM, CNN Sverige, Novell, Telia's Passagen, SJ, Trygg Hansa, Dagens Nyheter, Europolitan and Sydkraft for Yahoo! Sweden.

#### About Yahoo!

Yahoo! Inc. (NASDAQ:YHOO) 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](http://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.

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