



Yahoo! to Acquire Dapper; Extends Leadership in Display Advertising With Dapper's Ability to Drive Performance and Efficiency With Creativity and Science

SUNNYVALE, Calif., Oct 05, 2010 (BUSINESS WIRE) -- Yahoo! Inc. (NASDAQ:YHOO) today announced the company has signed a definitive agreement to acquire Dapper (www.dapper.net), a technology platform providing dynamic display ad creation and optimization. Dapper enables advertisers and agencies to quickly and easily build dynamic ad creative, leveraging data to automatically show the right product, offer, or message with each impression. Dapper's capabilities combined with Yahoo!'s already deep consumer insights will further enhance Yahoo!'s ability to deliver customized and relevant advertising.

"Yahoo!'s unique combination of Science, Art and Scale connects advertisers with consumers in ways that drive results," said Frank Weishaupt, VP, North America Ad Marketplaces at Yahoo!. "Smart Ads will continue to be an important component of display advertising and the acquisition of Dapper will help Yahoo! to more efficiently deliver dynamic and personalized ads for customers across more of our network."

The acquisition builds upon Yahoo!'s current display advertising leadership and will accelerate the adoption of Yahoo! Smart Ads. Yahoo! currently partners with Dapper, along with others in this space, and owning this technology will help the company deliver innovative solutions to an even broader range of advertisers and integrate dynamic ad serving into key Yahoo properties. Yahoo! is committed to the Smart Ads program and remaining open to working with innovative third parties in addition to providing a proprietary solution with the acquisition of Dapper.

"Yahoo!'s product strategy is focused on creating engaging and meaningful experiences that keep users entertained and informed," said Dev Patel, VP, Advertiser and Publisher Solutions at Yahoo!. "Utilization of consumer insights to deliver relevant consumer and advertiser experiences are built into our technology from inception and Dapper's capabilities will further enhance the experiences we deliver."

Dapper was founded by Eran Shir and Jon Aizen in 2006 with a vision to transform display advertising with personalized, relevant content.

"The Dapper team is thrilled to be joining Yahoo!, already the largest and most successful force in display advertising," said James Beriker, President and CEO of Dapper. "The addition of our technology platform will bring advertisers and agencies a highly scalable solution for building and optimizing dynamic ad campaigns with the reach and quality of Yahoo!'s network."

Financial terms of the transaction were not disclosed. Yahoo! expects to complete the acquisition in the fourth quarter of 2010.

About Yahoo!

Yahoo! attracts hundreds of millions of users every month through its innovative technology and engaging content and services, making it one of the most visited Internet destinations and a world-class online media company. Yahoo!'s vision is to be the center of people's online lives by delivering personally relevant, meaningful Internet experiences. Yahoo! is headquartered in Sunnyvale, California. For more information, visit pressroom.yahoo.com or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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Cautionary Note:

This press release contains forward-looking statements (including without limitation the quotations from management) that involve risks and uncertainties concerning the proposed transaction, and Yahoo!'s and strategic and operational expectations for online advertising. Actual events or results may differ materially from those described in this press release due to a number of risks and uncertainties. The potential risks and uncertainties include, among others, the possibility that the transaction might not close or that the closing may be delayed, Yahoo!'s integration of Dapper's technology may experience difficulties, and the anticipated benefits of the transaction to Yahoo! and its advertisers might not be realized. More information about potential factors that could affect Yahoo!'s business and financial results is included under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in Yahoo!'s Annual Report on Form 10-K for the year ended December 31, 2009, as amended, and Quarterly Report on Form 10-Q for the quarter ended June 30,

2010, which are on file with the SEC and available at the SEC's website at www.sec.gov.

SOURCE: Yahoo! Inc.

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