



Yahoo! First Online Search & Directory Guide To Add Interactive Maps

Online Maps Let Net Users Locate Any U.S. Address Instantly

SUNNYVALE, CA -- April 24, 1996 -- Yahoo! Inc. announced today the addition of Yahoo! Maps to its Internet guide. Yahoo! is partnering with Proximus Corporation, a leading provider of GeoEnabled content and services on the World Wide Web, to provide interactive city maps to Yahoo! users.

Yahoo! Maps can be found in the Science/Geography/Map category as well as on the city pages for the 50 most populous U.S. cities. Users can search for a city by name and view a map of the city and surrounding area. Entering an address within the city will display the location of the address, marked with an "X." Other functions within the map display include panning north, south, east and west, as well as zooming in and out. These high quality maps show details like one way streets, making them useful to drivers. Throughout the year, Yahoo! plans to continue to add maps of other U.S. cities, for a total of 2,500 cities.

"By 'GeoEnabling' Yahoo!, Proximus and Yahoo! are providing the net community with a geographical perspective on searching and viewing content," stated Jeffrey Mallett, senior v.p. of business operations. "With the addition of Yahoo! Maps, Yahoo! not only helps people navigate the Internet and locate sites in the cyberworld, but also helps users navigate in the real world."

"Proximus is very pleased to announce this relationship with Yahoo!," says Rama Aysda, v.p. of business development at Proximus. "Yahoo! offers one of the web's most popular sites for finding information and content, and Yahoo! Maps will add valuable map displays to enhance it."

About Proximus Corporation

Proximus Corporation of Sunnyvale, CA is a new company offering GeoEnabled Content and Services for the WWW community. Companies that host WWW sites can "GeoEnable" their sites in one day by using the Proximus MapQL query language. MapQL will enable web site developers to add map displays and proximity searches to enhance the value of geographical content on the web. Examples of content that can be GeoEnabled include business and residential listings (Yellow and White Pages), travel information, and any information with geographical relevance. Proximus offers the foremost geographical search and map display technology for the WWW. Proximus can be reached at 408-732-5937, info@proximus.com, <http://www.proximus.com>.

About Yahoo! Inc.

Located in Sunnyvale, California, Yahoo! Inc. offers a branded Internet navigational service that is among the most widely-used guides to information and discovery on the World Wide Web. Yahoo! provides a context-based directory structure for Web resources, as well as a Web-wide search engine that is seamlessly integrated with the Yahoo! directory service. The Company is developing a global family of Yahoo! branded media properties in targeted subject matter, demographic and geographic areas. Yahoo! can be found on the Internet's World Wide Web at Universal Resource Locator (URL) address <http://www.yahoo.com>.

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