



Yahoo! Net Events

The Ultimate Guide to What's Happening on the Web

COMDEX, Las Vegas -- November 18, 1996 -- Today at Fall COMDEX '96, Yahoo! announced Yahoo! Net Events (<http://events.yahoo.com>), a comprehensive guide to live chats, events and interactive programming on the Web. Organized similarly to Yahoo!'s popular main site, Yahoo! Net Events provides users with up-to-date, event listings for happenings on the Web -- up to a week at a time -- and allows individuals and publicists to promote their events for free on one of the most trafficked sites on the Web today. "Yahoo! is continuing to create enhancements to our main site to make navigating all elements of the Web a faster and easier process," said Jeff Mallett, senior vice president of business operations at Yahoo!. "With the explosion of live programming on the Net today, Yahoo! Net Events helps users sort through what's playing daily on the Internet and find what interests them most."

Net Event Features Yahoo! Net Events consists of 10 categories -- Arts and Entertainment, Business and Economy, Computers and Internet, Government, News and Media, Recreation, Regional, Science, Society and Culture, Sports -- that users can browse or search through. Updated throughout the day, Yahoo! Net Events receives its programming listings from many sources, including Sony, Apple, Time Magazine, MSNBC, Web Chat Broadcasting Systems, Harvard University, ESPNET Sports Zone, Talk City, Ticketmaster, Audio Net and Progressive Networks, makers of RealAudio. Users can also access Progressive Networks' Timecast site through a link on Yahoo! Net Events search pages for additional RealAudio content. On average, Yahoo! Net Events directs users to more than 1,000 events and live chats each day.

In addition, Yahoo! Net Events offers:

- **Daily Picks**, featuring Yahoo!'s picks of the best daily live events and chats;
- **Searching & Browsing Capabilities**, allowing users to search and browse by subject and time and within a specific category or the entire Yahoo! Net Events directory;
- **Ongoing Events**, listing recurring events on the Net;
- **Timely "Add Event" Processing**, allowing users to add all their scheduled events with minimal delay;
- **Software Assistance**, providing users with free access to the tools that may be needed for optimum viewing or listening to some online events and chats;
- **Extensive Coverage of Special Events**, highlighting sites from Yahoo! and other providers for events such as elections, the Olympics, conventions and celebrations.

About Yahoo!

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational service 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 AltaVista Web-wide search capabilities. The Company is continuing to develop a global family of Yahoo!-branded media properties for targeted geographic (Yahoo! Japan, UK, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington DC); interests (Yahoo! Internet Life magazine and website and MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids and a women's-oriented service with Women's Wire). Yahoo! can be found on the web at www.yahoo.com. Yahoo! Inc. headquarters are in Santa Clara, California.

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