



Ben & Jerry's® And Yahoo!® Help Connect Schools To The Internet Back To School With *Lids For Kids*™

S. Burlington, VT & Santa Clara, Calif. -- August 25, 1997 -- Ben & Jerry's Homemade Inc., manufacturer of super premium frozen desserts, and Yahoo!, Inc. (<http://www.yahoo.com>), the leading Internet guide, have teamed up to help schools get connected to the Internet through a dynamic consumer sweepstakes promotion. Dubbed "Lids for Kids™", the national sweepstakes invites individuals to send in lids from pints of Ben & Jerry's products to support NetDay, a grassroots volunteer initiative to help K-12 schools in the United States connect to the Internet.

"NetDay is not just about making the wire connections that make network and Internet access a reality," said Michael Kaufman of PBS, and co-founder of NetDay. "We're making and strengthening the connections between people, both inside and outside the classroom, who share a common goal: to provide the best possible education for our children. NetDay is pleased to partner with Ben & Jerry's and Yahoo! to help make that goal a reality."

Launching today, the "Lids for Kids™" sweepstakes offers individuals a chance to help NetDay and win from more than 25,000 prizes for sending in lids from pints of Ben & Jerry's ice cream, low fat ice cream, frozen yogurt, and sorbet -- the grand prize being a lifetime supply of Ben & Jerry's. For every lid collected, Yahoo! and Ben & Jerry's will contribute ten cents to NetDay -- with a goal of \$100,000.

"Since we started the company, Yahoo! has been dedicated to promoting community awareness through outreach, education, and information access," said David Filo, co-founder and chief Yahoo at Yahoo!. "By joining efforts with Ben & Jerry's, we hope that we can raise awareness for NetDay's efforts to promote education through Internet access and prompt others to join us in supporting other non-profit organizations that benefit the nation's communities and schools."

"I get really excited when I think of all the educational resources available online," said Ben & Jerry's co-founder Jerry Greenfield. "I spend a great deal of time engaged at the Ben & Jerry's Web site with my favorite educational activity -- Make Ben and Jerry Hairy™."

"Lids for Kids™" will be featured on the packaging of Ben & Jerry's newest ice cream flavor, Peanut Butter and Jelly, as well as on pints of Chocolate Chip Cookie Dough ice cream. For additional details and chances to win prizes, visit the "Lids for Kids™" Web site by searching for "Lids for Kids™" on Yahoo! -- enter "Lids for Kids" in the search blank at www.yahoo.com. Banners linking to the "Lids for Kids™" site will also run throughout Yahoo!, Yahoo!igans!, and My Yahoo!.

NOTE TO EDITORS: [Please see the fact sheet below for additional information.](#) Product photos, screen shots, and list of rules are available upon request. A press conference announcing the "Lids for Kids™" program will be held on August 25, 1997, in New York City. More details to follow in the next few weeks.

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Who's Who at "Lids for Kids™"

About NetDay

NetDay is a volunteer effort by companies, schools, parents and students to wire the nation's K-12 schools as a first step toward network and Internet access. NetDay's goal for each school in America is to connect five classrooms and a library (or computer lab) using Category 5 wire, the standard high-speed digital wire used in all company networks. NetDay organizers, sponsors and volunteers around the country are currently organizing a national wiring day on October 25, 1997. NetDay challenges:

- 1 million Americans - at least ten volunteers per school - to participate in NetDay wiring projects at the participating schools in their communities on October 25, 1997.
- All of America's 130,000 public and private K-12 schools to make at least one connection to the Internet and participate in a NetDay Roll Call on or before NetDay, October 25, 1997. To do this, volunteers will access the NetDay Web site at www.netday.org, find their school's home page and enter information about the status of computer technology in their school.
- All businesses to form partnerships with schools in their communities to help ensure that students acquire the computer and information skills they need to enter the workforce.

About Ben & Jerry's

Ben & Jerry's Homemade, Inc. (NASDAQ: BJICA), Vermont's Finest All Natural™ Ice Cream and Frozen Yogurt, was founded in 1978 in a renovated gas station in Burlington, Vermont, by childhood friends Ben Cohen and Jerry Greenfield, with a \$12,000 investment (\$4,000 of which was borrowed). They soon became popular for their innovative flavors, made from fresh Vermont milk and cream. The company currently distributes ice cream, low fat ice cream, frozen yogurt, and sorbet products in all 50 states and has over 160 franchised scoop shops in 20 states. Ben & Jerry's international operations include licensees in Israel and Canada, and distribution in the United Kingdom, Ireland, France, Belgium, the Netherlands and Luxembourg.

About Yahoo!

Yahoo! Inc. (NASDAQ:YHOO) is an Internet media company that offers a network of globally-branded properties, specialty programming, and aggregated content distributed primarily on the Web, serving business professionals and consumers. As the first online navigational guide to the Web, www.yahoo.com is the single largest guide in terms of traffic, advertising, and household reach, and is one of the most recognized brands associated with the Internet. Yahoo! Inc. continues to develop a family of community services, including Yahoo! Chat, Classifieds, and Yellow Pages, along with targeted Internet guides for geographic audiences (Yahoo! Japan, UK & Ireland, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington, D.C., Boston, Austin, Seattle, Dallas/Fort Worth, Atlanta, Minneapolis/St. Paul); shared-interest audiences (Yahoo! Internet Life magazine and Web site, Yahoo! Finance, Yahoo! News, Yahoo! Scoreboard and unfURLed, MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids; and Beatrice's Web Guide for women). Yahoo! Inc. is headquartered in Santa Clara, Calif., and can be found on the Web at www.yahoo.com.