



Yahoo! And Procter & Gamble Develop Interactive Traffic Building Promotion

SUNNYVALE, CA -- May 8, 1996 -- Yahoo! Inc. announced today that it has officially begun a customized interactive promotional campaign with Procter & Gamble, the nation's largest consumer advertiser. The multi-month campaign is designed to promote several P & G brands on the Internet and draw qualified consumers to their web sites.

"As a leader in interactive advertising we truly recognize the value of banner advertising for building brand awareness, recall and site traffic," stated Jeffrey Mallett, senior v.p. of business operations. "Our successful interactive promotions demonstrate Yahoo!'s use of this new media to raise the level of advertising effectiveness."

Yahoo! worked with P & G to customize a traffic building program, determine ad scheduling, ad rotation and placement. Yahoo! also provided significant creative guidelines for all promotional elements.

Yahoo! has run interactive promotions with leading companies like Citibank, NBC, NFL, Disney Online, Snapple and Southwest Airlines. The P & G program is the latest to demonstrate Yahoo!'s expertise and leadership in this area. A combination of banners for brand awareness, and front page promotions on the Yahoo! home page provide an interactive way to promote a product, service or event beyond standard advertising and capture valuable customer feedback.

"The program with P & G shows advertisers and agencies that Yahoo! is committed to meeting individual advertiser needs," said Anil Singh, director of sales. "Our goal is to continue to lead the industry with creative, tailored programs, and develop solutions for advertisers that truly take advantage of this powerful new media."

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 Internet. Yahoo! provides a context-based directory structure for Internet 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 ([Yahoo! Computing](#), [Yahoo! Internet Life](#)), demographic ([Yahooligans!](#): a web guide for kids) and geographic areas ([Yahoo! Japan](#) and [Yahoo! Canada](#)). Yahoo! can be found on the Internet's World Wide Web at <http://www.yahoo.com>.

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