



## Yahoo! Finance Launches "Money Matters with Suze Orman"

### Best-selling author and TV host Suze Orman delivers detailed personal finance guides to consumers on Yahoo! Finance

Sunnyvale, CA -- February 23, 2004 -- Yahoo! Inc. (Nasdaq:YHOO), a leading global Internet company, today announced the launch of "Money Matters with Suze Orman," a series of personal finance guides designed to offer meaningful and relevant financial management information to a broader consumer audience. "Tax Savings Strategies," available today, is the first of the 26 personal finance guides available free to consumers on Yahoo! Finance (<http://finance.yahoo.com>) over the next 12 months.

"Suze Orman is America's most recognized personal finance expert, and we're excited to offer her expertise directly to consumers on Yahoo! Finance," said Nathan Richardson, general manager, Yahoo! Finance. "In addition to the wealth of content, tools and services currently available on Yahoo! Finance, Suze's personal finance guides dig deeper and offer crucial advice to all consumers looking to manage their money in the most efficient manner possible."

Taking control of one's personal finances can be a difficult task, but being armed with the right information is vital to accomplish that goal. "It's time to stop faking finances and really get advice that is relevant, useful and easy to understand - whether you have money or not," said Suze Orman.

Each "Money Matters" guide addresses a specific topic for consumers, including debt management, starting a late-life savings plan, the reasons every couple needs a prenuptial agreement, and even assessing financial compatibility with a partner. New guides will be published throughout the year within the "Money Matters with Suze Orman" section. All Money Matters guides will also be available in Spanish via Yahoo! En Espanol (<http://espanol.yahoo.com>).

Suze Orman has been called "a force in the world of personal finance" and a "one-woman financial advice powerhouse" by USA Today. She is the author of four consecutive New York Times bestsellers: The Laws of Money, The Lessons of Life, The Road to Wealth, The Courage to Be Rich and The 9 Steps to Financial Freedom, as well as the national bestsellers, Suze Orman's Financial Guidebook and You've Earned It, Don't Lose It.

As the personal finance editor on CNBC, Suze hosts her own national CNBC-TV show, which airs nationwide every Saturday Night. She recently garnered an American Women in Radio and Television (AWRT) Gracie Allen Award for The Suze Orman Show in the National/Network/Syndication Talk Show category. The Gracies? recognize the nation's best radio, television, and cable programming for, by and about women. Suze is also a contributing editor to O: The Oprah Magazine. She appears regularly on QVC as host of her own "Financial Freedom" hour. Suze has also written, co-produced, and hosted four PBS specials based on her best-selling books. The most recent, which was inspired by The Laws of Money, The Lessons of Life, premiered nationwide in March 2003, and instantly joined the previous three as among the most successful fundraisers in the history of Public Television.

Orman's first guide on Yahoo! Finance, "Tax Savings Strategies," is also available within the Yahoo! Finance Tax Center, <http://taxes.yahoo.com>. In addition to this guide, consumers can find a wide array of resources to allow them to prepare, file and pay their taxes quickly and easily.

#### About Yahoo! Finance

Yahoo! Finance is a leading financial destination, providing consumers with a broad range of comprehensive online financial services and information essential to managing one's financial life. Consumers can quickly and easily navigate the wealth of investing and personal finance content and services on the site. By providing access to up-to-date, international market data, real-time stock quotes, portfolio management resources, and community tools such as message boards and clubs, Yahoo! Finance empowers consumers to make well-informed investment decisions. In addition, all personal finance needs are met with services including online account access, bill pay, tax filing, and loan and insurance quote retrieval. With Yahoo! Finance, consumers have access to the financial information and services they need anytime, anywhere. A two-time Webby Award winner, Yahoo! Finance has also attained best-of-breed accolades from some of the biggest names in finance and media, including Forbes, Barron's, Worth and Institutional Investor.

#### About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! is the No. 1 Internet brand globally and the most trafficked Internet destination worldwide. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 world properties and is available in 13 languages.

Contact:

Yahoo! Finance, Sabrina Friedman, 408/349-5524, [sabrinaf@yahoo-inc.com](mailto:sabrinaf@yahoo-inc.com)

Fleishman-Hillard for Yahoo!, Alexa Waltz, 415/318-4110, [waltza@fleishman.com](mailto:waltza@fleishman.com)

Yahoo! and the Yahoo! logo are trademarks and/or registered trademarks of Yahoo! Inc.

All other names are trademarks and/or registered trademarks of their respective owners