



## **Yahoo!? Mobile for Web Launches Across More Than 300 Devices Around the World**

### **Company Releases Yahoo! Mobile for iPhone(TM) and Yahoo! Messenger for iPhone**

LAS VEGAS, Apr 01, 2009 (BUSINESS WIRE) -- Yahoo! (NASDAQ:YHOO) today announced the availability of Yahoo! Mobile, an open and highly-personalized mobile starting point to the Internet, on both the mobile Web and as an Apple? iPhone app, allowing consumers to discover, stay connected and stay informed through their mobile devices. Additionally, the company will preview the soon-to-be-launched Yahoo! Messenger app for the iPhone, which will provide iPhone users in the United States with the No. 1 Messenger service in the country<sup>1</sup>.

Announced at Mobile World Congress in February, Yahoo! Mobile for the Web is now available across more than 300 devices with HTML-enabled mobile browsers by visiting <http://new.m.yahoo.com>, while the Yahoo! Mobile iPhone app is now available in the Apple iPhone App Store. Both are currently available in eight countries across Europe, Asia and the Americas, including the U.S., Canada, the U.K., Germany, France, India, Indonesia and the Philippines, with additional localized versions expected to launch over the next several months.

"Consumers around the globe are demanding compelling mobile Internet services that offer increased personalization," said David Ko, senior vice president, Yahoo! Mobile. "To further capitalize on the market potential and continue our mobile leadership, we created Yahoo! Mobile, a dynamic starting point enabling consumers to discover the world around them, stay connected through a variety of communication services, and customize content to define their Internet experience on mobile devices."

#### **Yahoo! Mobile - the starting point on mobile devices**

With a feature-rich design and interactivity that maximizes the capabilities of today's mobile devices, Yahoo! Mobile offers an open environment within which consumers can bring together their favorite content and services from across the Internet. Consumers can now make their Internet experience on mobile personally relevant through the ability to:

- Discover: via results from Yahoo!'s award-winning mobile search and editor-selected content;
- Stay Connected: through access to email and social network accounts from the most popular Web providers, as well as instant messaging, address book and calendar tools;
- Stay Informed: by bringing together favorite content - websites, sports teams, news sources, RSS feeds, weather, stocks, horoscopes and more - into a single location.

#### **Yahoo! Messenger App for the Apple iPhone**

The new Yahoo! Messenger application will provide iPhone users in the U.S. with the industry's leading messaging experience. Features include the ability to send and receive instant messages, exchange photos, add contacts, change status, send emoticons, and stay logged in an idle state when using other applications on the iPhone. In addition to this standalone iPhone application, Yahoo! Messenger is also available within Yahoo! Mobile (both for the Web and iPhone) and as an application on several other types of mobile devices from leading manufacturers. For more information on the upcoming Yahoo! Messenger application, visit the Yahoo! Messenger blog at <http://www.ymessengerblog.com/>.

#### **Enabling the growth of mobile advertising**

Yahoo! Mobile for Web will feature display advertising from leading brands, allowing consumers to interact with these rich media ads through functions such as send to a friend, locate a dealer, clicking to call the advertiser directly or the ability to learn more information about the advertiser's offer. With some of the highest quality inventory available and a highly-engaged user base, Yahoo! is focused on creating scale for advertisers by helping them reach their targeted audience wherever they are.

#### **About Yahoo!**

Yahoo! Inc. (NASDAQ:YHOO) is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! is focused on powering its communities of users, advertisers, publishers, and developers by creating indispensable experiences built on trust. Yahoo! is headquartered in Sunnyvale, California. (YHOO -- M)

For more on Yahoo!'s mobile news please visit <http://mobile.yahoo.com/newsroom>.

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*This press release contains forward-looking statements that involve risks and uncertainties concerning Yahoo! Mobile (including without limitation the statements contained in the quotations from management in this press release), as well as Yahoo!'s strategic and operational plans. Actual events or results may differ materially from those described in this press release due to a number of risks and uncertainties. The potential risks and uncertainties include, among others, the possibility that the expected implementation of Yahoo! Mobile, including its planned features and platforms, described may be delayed, may not ultimately be implemented, or if implemented may not be successful; consumers may not accept or respond as positively to Yahoo! Mobile as anticipated; and competitors may offer similar competing services. Yahoo! does not intend, and undertakes no duty, to update this information to reflect future events or circumstances. More information about potential factors that could affect the Company's business and financial results is included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's Annual Report on Form 10-K for the year ended December 31, 2008, which is on file with the SEC and available at the SEC's website at [www.sec.gov](http://www.sec.gov).*

<sup>1</sup> Based on comScore MediaMetrix, February 2009

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