



## A New Yahoo! For Atlanta

### Yahoo! Atlanta offers online look at Atlanta and Community

**SANTA CLARA, CA -- April 3, 1997 --** Yahoo!, Inc. today announced [Yahoo! Atlanta](http://www.atlanta.yahoo.com) (<http://www.atlanta.yahoo.com>), the newest addition to its series of metro guides, which currently includes Yahoo! San Francisco Bay Area, Yahoo! Los Angeles, Yahoo! New York, Yahoo! Chicago, Yahoo! Washington DC, Yahoo! Boston, Yahoo! Austin, Yahoo! Seattle and Yahoo! Dallas/Fort Worth. Yahoo! Atlanta provides a comprehensive regional resource and online outlet for free expression for people living, traveling and interested in the Atlanta area. Through partnerships with local and national content providers, Yahoo! Atlanta offers users a true insider's view of the Atlanta community and region.

#### Yahoo! Atlanta Features

Yahoo! Atlanta is a regional extension of the information and service already provided for the Atlanta area through Yahoo!'s popular main site. Published by and for the community-at-large, Yahoo! Atlanta offers one of the most comprehensive Web resources specific to the needs of the area. This new Yahoo! guide gives users access to useful Yahoo! services and approximately 6,000 sites that cover the metropolitan region and neighboring communities including Anderson, S.C, Anniston, Ala., Chattanooga, Tenn., and Columbus, GA.

Similar to the main Yahoo! site, Yahoo! Atlanta is intuitively organized into fourteen categories: Business and Stocks, Classifieds, Community, Education, Employment, Entertainment and Arts, Maps and Views, News, People, Real Estate, Sports and Recreation, Transportation and Travel and Southern Culture.

Content specifically tailored for Atlanta appears within each category. Unique to Yahoo! Atlanta is the Southern Culture category, which includes features on southern lifestyle from Atlanta Magazine as well as information on topics such as southern cooking, hospitality and etiquette, heritage and history, religion and music. The Entertainment and Arts category highlights Atlanta's popular music clubs, restaurants and the newest hot spots and provides a wealth of information about what to do and see in the capital of the South. Individuals can obtain listings for the local music scene and new theater productions provided by Creative Loafing. Lodging and restaurant reviews for the Atlanta area are provided by Fodor's.

In the Community category, users can find news and event listings from the lesbian and gay community contributed by Southern Voice and Etcetera magazines. The Points of Interest category offers Web surfers interesting details about Atlanta landmarks such as the Hollywood folklore behind the birthplace of Gone With The Wind, Atlanta's Margaret Mitchell House. The News category features local news headlines from WGST radio as well as regional and national news from Reuters and UPI. In addition, individuals can find regional and state weather forecasts, the latest results from the Atlanta state lottery and up-to-the-minute traffic reports from Total Traffic Network. Under Business and Stocks, the Briefcase area features company profiles, news and stock quotes for Atlanta's business sector. Individuals can contact professional organizations or discover network opportunities and business seminars provided by local Chambers of Commerce.

The Employment category provides interactive job search services focusing on career opportunities at top companies in the Atlanta area. Individuals can find job fair information, company profiles, employment resources or post their resumes online for prospective employers. Yahoo! Atlanta also provides free communication services such as bulletin boards, personal ads, real-time Web chat and free classifieds. Classifieds include real estate listings, automotive listings and employment opportunities from local companies such as ADP AutoConnect (autos), Network Communications (real estate) and Deloitte & Touche Consulting Group (employment). As with the other regional sites, Yahoo! Atlanta features Yellow Pages, White Pages and Interactive Maps that can be used together to locate businesses and individuals within the area, including detailed driving and walking directions to the nearest cross street in a neighborhood.

#### Yahoo! Partners

Yahoo! has partnered with key local and national media for a comprehensive insider's view of Atlanta. Current partners include:

- **WGST News Radio:** local news headlines
- **Southern Voice:** news and community event listings for the L/G/B/T community
- **Etcetera:** nightlife listings for the L/G/B/T community
- **Creative Loafing:** event and music listings
- **Atlanta Magazine:** features on southern lifestyle, restaurants and weekend events
- **Total Traffic Network:** traffic reports
- **Fodor's:** restaurant and lodging listings and reviews
- **Reuters & UPI:** national and regional news

**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 & Ireland, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington DC, Boston, Austin, Seattle, Dallas/Fort Worth); shared-interest (Yahoo! Internet Life magazine and Web site and MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids and Beatrice's Web Guide for women). Yahoo! can be found on the web at [www.yahoo.com](http://www.yahoo.com). Yahoo! Inc. headquarters are in Santa Clara, California.

###

**Contacts:**

Phoebe Berline  
NRG Public Relations  
[phoebe@nrgpr.com](mailto:phoebe@nrgpr.com)  
(415) 827-7073

Jennifer Hwang  
Yahoo! Inc.  
[jenhwang@yahoo-inc.com](mailto:jenhwang@yahoo-inc.com)  
(408) 731-3362