



## Leading USATODAY.com Content Now Available on Yahoo!

**, Reviews and Features from Award-Winning News and Information Web Site Incorporated into the World's Most-Trafficked Internet Destination\***

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**Sunnyvale, CA and Washington, DC -- Jan. 22, 2002** -- Yahoo! Inc. (Nasdaq: [YHOO - news](#)), a leading global Internet communications, commerce and media company, and USATODAY.com, the award-winning news and information Web site, today announced an extensive content distribution agreement that brings the best of USATODAY.com's content to many of Yahoo!'s most popular and trafficked properties. This relationship marks the first time USATODAY.com will directly distribute comprehensive and in-depth content on a major Web site other than its own.

Under the agreement, USATODAY.com is supplying a daily selection of news coverage, reviews, columns, and features from its News, Money, Sports, Life and Tech sections to the corresponding areas on Yahoo!, including Yahoo!@ News (<http://news.yahoo.com>), where consumers can access top national news stories, daily business columns covering tech investing, media, and money management, as well as a wide array of op/ed columns.

In the coming weeks, consumers on Yahoo! Sports (<http://sports.yahoo.com>) and Yahoo! Entertainment (<http://entertainment.yahoo.com>) can access USATODAY.com's sports news and editorial columns, as well as entertainment industry insider coverage.

"Yahoo! has always been committed to bringing together the best of branded, trusted news sources to its millions of consumers, and our relationship with USATODAY.com further underscores that promise," said Matt Rightmire, vice president and general manager, media group, Yahoo!. "We are pleased that USATODAY.com has chosen Yahoo! as the first major Web site to distribute its content beyond its own online offering."

"We are very pleased to have the opportunity to team up with Yahoo!," said Jeff Webber, senior vice president and publisher, USATODAY.com. "USATODAY.com and Yahoo! both strive to provide the most up-to-date and in-depth news coverage and information available. This new agreement will further expand the audience for USA TODAY news and information by making our content easily accessible to the millions of consumers that Yahoo! serves each day."

### **About USATODAY.com**

USATODAY.com is an award-winning news and information site on the Internet. More than 25 million monthly visitors experience comprehensive, convenient USA TODAY news and information through interactive features, information graphics and multimedia functions including audio, video and live Webcasts. USATODAY.com has more than 200,000 pages of breaking stories in News, Money, Sports, Life, Technology and Weather -- updated 24 hours a day, seven days a week. USATODAY.com is owned by Gannett Co., Inc. (NYSE: [GCI - news](#)). For more information, please visit <http://www.usatoday.com>.

### **Scope of Nielsen//NetRatings Global Internet Index**

The Nielsen//NetRatings Internet audience measurement service collects real-time data from more than 225,000 individuals with access to the Internet in 29 countries. For more information on the Nielsen/NetRatings' Global Internet Index, please visit: <http://www.nielsen-netratings.com>.

### **About Yahoo!**

Yahoo! Inc. is a leading global Internet communications, commerce and media company that offers a comprehensive branded network of services to more than 219 million individuals each month worldwide. As the first online navigational guide to the Web, [www.yahoo.com](http://www.yahoo.com) is the leading guide in terms of traffic, advertising, household and business user reach. Yahoo! is the No. 1 Internet brand globally and reaches the largest audience worldwide. Through Yahoo! Enterprise Solutions, the company also provides online business and enterprise services designed to enhance the productivity and Web presence of Yahoo!'s clients. The company's global Web network includes 24 World properties. Headquartered in Sunnyvale, Calif., Yahoo! has offices in Europe, Asia, Latin America, Australia, Canada and the United States.

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