



A New Yahoo! For Dallas/Fort Worth

Yahoo!'s Newest Regional Guide offers Inside View to the Dallas/Fort Worth community

Santa Clara, CA -- March 11, 1997 -- Yahoo!, Inc. (Nasdaq: YHOO) today announced [Yahoo! Dallas/Fort Worth](http://dfw.yahoo.com) (<http://dfw.yahoo.com>), the newest addition to its series of metro guides, which currently includes Yahoo! San Francisco Bay Area, Los Angeles, New York, Chicago, Washington DC, Austin, Boston, and Seattle. Yahoo! Dallas/Fort Worth provides a comprehensive regional resource and online outlet for free expression for people living, traveling and interested in the Dallas/Fort Worth area. Through partnerships with local and national content providers, Yahoo! Dallas/Fort Worth offers users a true insider's view of the Dallas/Fort Worth community and region.

Yahoo! Dallas/Fort Worth Features Yahoo! Dallas/Fort Worth is a regional extension of the information and service already provided for the Dallas/Fort Worth area through Yahoo!'s popular main site. Published by and for the community-at-large, Yahoo! Dallas/Fort Worth offers a comprehensive resource specific to the needs of the area. This new Yahoo! guide gives users access to more than 5,000 sites that cover the Dallas/Fort Worth Metroplex and neighboring communities including Arlington, Plano and Irving.

Similar to the main Yahoo! site, Yahoo! Dallas/Fort Worth is intuitively organized into fourteen key categories: Business and Stocks, Classifieds, Community, Education, Employment, Entertainment and Arts, Maps and Views, Metroplex Cities, News, People, Real Estate, Sports and Recreation, Transportation and Travel.

Content specifically tailored for Dallas/Fort Worth appears within each category. Under the Business and Stocks category, users can locate Dallas/Fort Worth professional organizations and business contacts from the Chamber of Commerce sites. Or surfers can obtain maps with door to door driving directions to businesses in their area, using Yahoo!'s interactive Yellow Pages service. The News category features local news headlines and features from KTVT Channel 11 News, as well as regional and national news >from Reuters and UPI.

In the Entertainment and Arts category users can find the best blues clubs and brewpubs in Dallas and Fort Worth as well as theater and movie listings. Surfers can explore Dallas's hip Deep Ellum warehouse district, the home of fashion-forward, trend setting style or the Fort Worth Stockyards for the best in Fort Worth nightlife. For the fine arts fan, there's a virtual tour of Fort Worth's famed Kimball Art Museum. Lodging and restaurant reviews for both Dallas and Fort Worth are provided by Fodor's.

In the Sports and Recreation category, visitors can find the latest scores and schedules for the Dallas Cowboys, Texas Rangers, Dallas Mavericks and Dallas Stars games. Fans can find links to Web pages for major sports figures like Troy Aikman of the Dallas Cowboys or get the latest stats on their team.

Looking to move up the career ladder? The Employment category features local Job Banks focusing on career opportunities at top companies in the Dallas/Fort Worth area. Individuals can post their resumes online or find recruiting and placement firms in their field.

Yahoo! Dallas/Fort Worth also provides free communication services such as bulletin boards, personal ads, and classifieds; including real estate listings from Network Communications, automotive listings from ADP AutoConnect and employment opportunities from companies such as Deloitte & Touche Consulting Group. As with the other regional sites, Yahoo! Dallas/Fort Worth also features Yellow Pages, White Pages and Interactive Maps that can be used together to locate businesses and individuals within the area, down to the neighborhood and nearest cross streets, with driving and walking directions on exactly how to get there.

Yahoo! Partners

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

- **KTVT Channel 11:** local news headlines and features
- **Fodor's:** restaurant and lodging listings and reviews
- **Reuters & UPI:** national and regional news
- **MovieLink:** local movie listings

Advertising Opportunities

As with all of Yahoo!'s regional sites, Yahoo! Dallas/Fort Worth provides advertisers with an ideal opportunity to reach targeted audiences within a region. Initial advertisers for Yahoo! Dallas/Fort Worth include Park Place Motors, Tom Rhodes Real Estate and MatchMaker.

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, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington DC, Boston, Austin, TX, Seattle and Dallas/Fort Worth); interests (Yahoo! Internet Life magazine and website and MTV/Yahoo!'s online music guide); and demographic audiences (Yahooligans!, a Web guide for kids and a women's oriented service with Women's Wire). Yahoo! can be found on the web at www.yahoo.com. Yahoo! Inc. headquarters are in Santa Clara, California.

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