



## Yahoo! Partners With Do Something To Support Webstock '96 Cyberfestival

### Jerry Yang and Andrew Shue join forces to bring community spirit to the Internet

**SANTA MONICA, Calif. -- August 15, 1996 --** At a press conference held at the Santa Monica Electronic Café, Jerry Yang, co-founder and chief yahoo of Yahoo!, Inc. (NASDAQ: YHOO) and Andrew Shue, co-founder of *DO Something* and star of TV's "Melrose Place", today announced the partnership between Yahoo! and *DO Something* to sponsor and promote *DO Something's* Webstock '96 ([www.webstock96.com](http://www.webstock96.com)), the largest interactive Internet event ever planned. Scheduled for November 1-4, Webstock '96 will bring together technology leaders like Yahoo!, celebrities from the entertainment industry and community leaders around the U.S. to promote civic entrepreneurship and encourage community involvement from young people in the U.S.

Like *DO Something*, a national non-profit group that provides leadership training and financial resources to young people around the U.S., Yahoo! has been an ardent advocate of community involvement, actively supporting and participating in the local and Web community-at-large. In addition, Yahoo! recently launched a series of regional Web sites - beginning with Yahoo!'s home community, the San Francisco Bay Area - to help foster community awareness within different U.S. regions. Serving an average of 9 million page views a day, Yahoo! has the ability to reach millions of users to help promote *DO Something* and the Webstock '96 festival.

"With the launch of Yahoo! San Francisco Bay Area last month and Yahoo! Los Angeles coming soon, Yahoo! has been expanding its efforts to use the Web to elevate community interaction," said Jerry Yang, co-founder and chief yahoo of Yahoo!. "The partnership with *DO Something* and the Webstock '96 event will allow us to leverage our reach and work with other groups to promote community participation across the nation."

Throughout the four-day event, Webstock '96 festival-goers will be able to use the Internet to interactively connect with each other, surf through virtual communities, participate in online forums discussing current political and social issues and learn how to make an impact in local communities today. Events from around the U.S. will be fed into the site, and some of today's hottest entertainment celebrities will make real-time appearances online during the festival. Actress Elizabeth Shue, Michael Stipe of REM, supermodel Cindy Crawford and baseball star Ken Griffey Jr. are already signed on as spokespeople for Webstock '96.

"Similar to Yahoo!'s objectives for its regional Web sites, *DO Something* strives to use the Web to encourage involvement and build a sense of community during the Webstock '96 festival," said *DO Something's* Andrew Shue. "Bringing together entertainment and information in an unprecedented event on the Web, Webstock '96 will enable young people to connect with each other, share ideas and discover new solutions for problems in their communities."

Also, representing Webstock '96 at the press conference was Lightspeed Media partner Laurie Plaksin, former star of the online soap opera "The Spot" and upcoming star of the online sitcom "GrapeJam".

The Webstock '96 event is designed for both experienced and novice Internet users, and access will be available through high or low-level connections to accommodate all browser capabilities. Extensive outreach with schools and centrally located sites around the country will allow many individuals normally without Internet access to join the festivities during the event.

### Webstock Sponsors

Organized by the national non-profit organization *DO Something*, Webstock '96 will combine the creative talents of consumer sponsors MTV, Guess?, Blockbuster Entertainment, Nickelodeon, and Fox Television with leading technology from high-tech sponsors Yahoo!, America Online, Applied Materials, Silicon Graphics, Netcom, 7th Level and Pixar. Technical production for the festival will be directed by Silicon Reef, while site production will be directed by Lightspeed Media.

### About Yahoo!

Yahoo! Inc. (NASDAQ: YHOO), offers a globally-branded Internet navigational guide 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 Alta Vista Web-wide search capabilities. The Company is continuing to develop a global family of Yahoo!-branded media properties in targeted geographic (Yahoo! Japan, UK, Canada, San Francisco Bay Area, Los Angeles), subject matter (Yahoo! Internet Life magazine and website) and demographic areas (Yahooligans!, a Web guide for kids). Yahoo! is also developing new services with VISA. Yahoo! can be found on the web at [www.yahoo.com](http://www.yahoo.com). Yahoo! Inc. headquarters are in Santa Clara, California.

## **About DO Something**

*DO Something* ([www.dosomething.org](http://www.dosomething.org)) is a national nonprofit organization that provides leadership training, guidance and financial resources to emerging young leaders of all backgrounds. Founded in 1993 by a group of young people including actor Andrew Shue, *DO Something's* mission emphasizes the belief that fundamental change occurs only from within communities.

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