



Yahoo! Selects World Wide Wheels To Provide Automotive Classifieds For Yahoo! Chicago

Chicago, IL -- November 1, 1996 -- World Wide Wheels, the leading provider of Internet advertising services to automotive dealers in the Chicagoland area, today announced that it is providing used car listings for [Yahoo! Chicago's Classifieds](#) category. All cars currently advertised on World Wide Wheels (<http://wwwwheels.com>) are now available to the users of Yahoo! Chicago, Yahoo!'s newest regional site, launched last week.

"For each of the regional sites, Yahoo! is working with both national and local classified partners to provide the most comprehensive classified listings for the local community," said Ellen Siminoff, director of communities at Yahoo!. "We chose to work with World Wide Wheels because of their broad selection of cars and penetration of the Chicago market." The classifieds have proven to be one of the most popular features on Yahoo!'s regional sites, positioning Yahoo!'s regionals as a top choice for communities to find, buy and sell items and services on a local and national level.

John J. Hentrich, president of Intellisoft Development Corporation is also pleased with the partnership. "I believe this agreement will help our dealers sell more cars through the Internet. Yahoo! Chicago should effectively double our exposure. When a dealer enters a car ad in World Wide Wheels, it will now show up on three Web sites: the dealer's site, World Wide Wheels and now, Yahoo! Chicago."

[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, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago), subject matter (Yahoo! Internet Life magazine and Web site) and demographic areas (Yahooligans!, a Web guide for kids). Yahoo! can be found on the Web at www.yahoo.com. Yahoo! Inc. headquarters are in Santa Clara, California.

[World Wide Wheels](http://wwwwheels.com) (<http://wwwwheels.com>), a division of Intellisoft Development Corporation, has become one of the most comprehensive automobile sites on the Net. World Wide Wheels provides the auto buyer and the auto enthusiast a one stop shop for all their automotive interests through an excellent used car database (all with color photos), a new car information and quoting system, a dealer directory, a monthly automotive giveaway, and lots of links to related sites for things such as insurance, financing, parts, car clubs and more. World Wide Wheels is in the process of adding enhancements such as a gift shop, loan and lease calculators, and among other things, an interactive "Car Talk" section. Although most of the company's dealers are currently in the Chicago market, World Wide Wheels is quickly becoming a nationwide automotive site. The company currently has sales representatives in four states and will greatly improve its coverage within the next six months.

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