



Yahoo! And Mindspring Partner To Promote Services

SUNNYVALE, CA and ATLANTA, GA -- July 16, 1996 -- Yahoo! INC. (Nasdaq:YHOO) and MindSpring Enterprises Inc.(Nasdaq:MSPG) have entered into a joint marketing agreement. MindSpring will promote Yahoo! with a graphical placement on their proprietary front-end access panel. Correspondingly, Yahoo! will promote MindSpring through targeted banner advertising on their web pages.

"Yahoo! is the standard here at MindSpring," said MindSpring President Mike McQuary. "We're committed to offering our subscribers the most powerful and convenient tools we can find, and Yahoo! is the clear winner for search and directory services."

Yahoo! Senior Vice President Jeff Mallett is also pleased with the announcement. "We're proud to promote MindSpring, a leading Internet service provider. Yahoo! intends to become the most widely distributed directory of the web. Our relationship with MindSpring is another step to join forces with the best in regional, national, and international Internet service provision."

Yahoo! Inc., 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), 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. Yahoo! Inc. headquarters are in Sunnyvale, California.

MindSpring is a leading Internet service provider. The company focuses on delivering outstanding service and support to its customers. By following its core values and beliefs (www.mindspring.com/aboutms/core.html), MindSpring aims to do an exceptional job of serving its customers, its employees, its owners, and its community.

MindSpring subscribers can browse the World Wide Web, send electronic mail, and access over 20,000 newsgroups. Currently, MindSpring provides service in Alabama, Florida, Georgia, Kentucky, Maryland, North Carolina, South Carolina, Tennessee, Virginia, and Washington DC. MindSpring recently announced plans to acquire PSINet's nationwide subscriber base, which will expand MindSpring's coverage to cities throughout the United States. To learn more about MindSpring and its services, visit the web site at www.mindspring.com, or call the company at 800-719-4332.

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