



Yahoo! and BrainPOP Premiere Science Movies on Yahooligans!

Sunnyvale, CA & New York, NY -- May 8, 2002 -- Yahoo! Inc. and BrainPOP (www.BrainPOP.com), today announced the launch of a new Science Movies section on Yahooligans!® (www.yahooligans.com), Yahoo!'s Web guide for kids ages 7 to 12.

In a new section entitled *BrainPOP Science Movies*, Yahooligans! will feature a selection of 12 BrainPOP animated movies each month that teach kids about topics that include the Internet, insects, electricity, and cell phones. In a testament to their value as both educational tools and entertainment media, BrainPOP movies are also accessible through the Yahooligans! Movies Section.

"By teaming up with Yahoo!, BrainPOP brings online animated movies to one of the leading destination sites for kids on the Internet," said Chanan Kadmon, president/acting CEO of BrainPOP. "Yahooligans! is a top resource for kids and an excellent match for BrainPOP's content, and many teachers have come to BrainPOP via Yahoo! and Yahooligans! searches. We are excited to give a new interactive experience to kids and teachers with this online leader."

"Yahooligans! is committed to providing the highest quality information available to children," said Jason Hovey, senior producer for Yahooligans!. "As a creator of highly educational and entertaining science movies for kids, BrainPOP.com is providing exactly the kind of fun, quality programming kids expect at Yahooligans! We are pleased to provide Yahooligans! fans with BrainPOP's outstanding content as part of the new Yahooligans! Science property."

About Yahooligans!

Launched in 1996, the Yahooligans! Web guide continues to be one of the leading resources for safe, friendly, kid-appropriate information on the Web. In addition to the extensive Yahooligans! Directory, the site has grown to include Games, Reference; Movies; Teachers' Guide; Parents' Guide; Ask Earl, a daily column where kids can get answers to their questions; as well as daily news, sports, jokes, and pop culture content.

About BrainPOP

Headquartered in New York City, BrainPOP is the leading producer of animated educational movies for kids. BrainPOP has a profitable business based on licensing and co-producing its animated Science, Health, Technology and Math movies for education and media companies such as AOL @ School, McGraw-Hill's Learning Network, National Geographic and Noggin. BrainPOP has won dozens of prestigious awards, most recently, *Forbes Best of the Web 2002 & 2001*, *2002 District Administration Curriculum Web Site Award*, *The Pirelli INTERNETional Multimedia Award 2001* and *Popular Science Magazine's Editor's Choice*.

About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! reaches more than 237 million individuals worldwide each month, and is the No. 1 Internet brand globally. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

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