



800.com Signs Agreement With Yahoo! Shopping

As Featured Merchant, 800.com Offers Yahoo! Shopping Consumers Convenient Access to a Broad Selection of Electronics Products

PORTLAND, OR. -- Nov. 6, 2000 -- In preparation for the holiday season, 800.com, Inc., a leading online retailer of electronics, movies and music, today announced an agreement with Yahoo! Inc. (Nasdaq: YHOO), a leading global communications, commerce and media company. Through the agreement, 800.com will be a featured merchant on Yahoo!® Shopping (<http://shopping.yahoo.com>), recently ranked the No. 1 online shopping portal destination (Nielsen//NetRatings, Sept. 2000). 800.com will have placement throughout the electronics category of Yahoo! Shopping, including the television and video, and home stereo pages, among others. The agreement will give Yahoo! shoppers access to a vast selection of movies, music and electronics products from a merchant they can trust.

In addition to this agreement with Yahoo!, 800.com has relationships with other leading Web shopping destinations. 800.com's agreements with these popular Web sites make it easier for consumers to find what they need when shopping for electronics, movies and music online.

"At 800.com, one of our primary goals is to make it easy for consumers to find the products they are looking for," said Tim Zuckert, vice president of marketing at 800.com. "Our agreement with Yahoo! allows us to do this as it extends our Web presence and provides Yahoo! Shopping consumers with a simplified way to find quality products online."

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Strengthening the 800.com Shopping Experience

In its dedication to providing the highest quality customer experience, 800.com recently enhanced its Web site, adding improved navigation and personalization tools, peer-oriented content and a new search engine. The new features complement those that have already made 800.com an award-winning site, including a wide selection of electronics products from leading manufacturers, interactive product comparison tools, accessible product experts and a strong commitment to customer service.

Yahoo! Shopping is the only place consumers need to go to find, compare and buy almost anything online. Whether looking for the latest DVDs and home theatre systems or gifts for friends or a treat for themselves, shoppers will find the popular merchants, brands and buying information they want on Yahoo!'s comprehensive Internet shopping destination. Consumers can shop for items from thousands of merchants in 20 retail categories, from trusted, brand name retailers. Yahoo! Shopping also has convenient features, such as Yahoo! Wallet and Express Checkout, that make online shopping fast and easy. Yahoo! Shopping is part of Yahoo!'s comprehensive suite of commerce services, which also includes Yahoo! Auctions, Yahoo! Travel and Yahoo! Store. During the first nine months of 2000, Yahoo! directly enabled more than \$3 billion of transactions on its commerce platform.

About 800.com

800.com is a leading online specialty retailer of consumer electronics, movies and music, and an authorized Internet retailer for Sony, Pioneer, Toshiba and over 65 other leading consumer electronics brands. The site provides customers with all of the tools they need to make an informed purchase decision, including in-depth product information, side-by-side product comparisons, and toll-free and online access to trained product specialists. 800.com was recently named one of Forbes' "Best of the Web" and the number-one online consumer electronics retailer by Forrester Research's PowerRankings. 800.com is based in Portland, Oregon. For more information about 800.com, visit the company's award-winning Web site at www.800.com.

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