



Yahooligans! Names the Hottest Toys This Holiday Season

More Than 185,000 Kids Vote for Their Top Toys in Third Annual Poll

Honda's Minimoto Maxii Miniature Electric Motorcycle Voted No. 1

Sunnyvale, CA - Nov. 23, 2004 - Yahooligans!® (<http://www.yahooligans.com>), Yahoo!'s award-winning Web guide for kids, today announced the results of the 2004 Top Ten Toys poll. More than 185,000 kids throughout the United States voted and chose the Honda Minimoto Maxii, an electric mini-motorcycle that kids can ride, as the most sought-after gift this holiday season.

The annual Yahooligans! Top Ten Toys poll enables kids to vote for the one toy they really would like to receive this holiday season. The results of the poll are based solely on the wishes of kids and do not reflect the opinions of toy manufacturers or retailers.

"As one of the most popular Web destinations for kids, Yahooligans! is providing them with an easy and fun way to voice their opinions on the hottest toys this holiday season," said Craig Forman, vice president, information and finance, Yahoo! Inc. "We're also giving kids the ability to communicate and share their top choices with their parents and peers."

The original list of toys was provided by Toy Wishes Magazine, to ensure that the 30 toys provided for voting were tested and approved.

A new crop of toys entered this year's winning list, all of which had a distinct "retro" feel such as updated versions of dolls, tag, cooking, and stuffed animals. Favorites returning from last year include the Bratz Dolls with the Bratz Tokyo-A-Go-Go Dance 'n Skate Club and Furreal Friends with the Furreal Friends Luv Cub.

According to the third annual Top Ten Toys poll on Yahooligans!, the toys* kids hope to receive this holiday season are:

1. **Honda Minimoto Maxii (Toy Quest)** An electric-powered version of a Honda motorcycle that kids can ride. The bike reaches a top speed of 18 mph and can race around for 50 minutes per charge.
2. **VideoNow Color (Hasbro)** Kids can watch their favorite TV shows in color whenever -- and wherever -- with this personal video player. The portable device plays discs, featuring hits from Nickelodeon, ABC, and more.
3. **Bratz Tokyo-A-Go-Go Dance and Skate Club (MGA Entertainment)** This dance and skate club is a retro-disco dream world that includes a lit dance floor, revolving DJ booth, roller rink, lounge, working speakers, exclusive Bratz doll, and many other accessories.
4. **Tamagotchi Connection (Bandai)** A toy that encourages nurturing, Tamagotchi requires kids to feed and care for their cool critters that now can communicate with each other.
5. **Laser Tag Team Ops (Hasbro)** Kids can enjoy extreme-sports play and videogaming with these laser-tag sets. Each has a heads-up display system and tagger ID to identify the best player in every game.
6. **Terrain Twister (Mattel)** The Terrain Twister can twist and turn over any surface when activating Mattel's innovative battery-operated unit. Pivoting pontoons make it possible to plow over grass, sand, water, and more for unstoppable R/C fun.
7. **Hershey's S'mores Maker (Spin Master)** Children can enjoy the classic chocolate, marshmallow, and graham cracker treat with this easy-to-use S'mores Maker.
8. **ESPN Gamestation (Fisher Price)** Kids can play six of their favorite sports at anytime indoors. Kids play while an ESPN commentator reports on their performance. This arcade-style game center features the voice of Stuart Scott and includes soccer, baseball, golf, and football equipment.
9. **Furreal Friends Love Cub (Hasbro)** These cuddly bear cubs are ready to love. Each bear can hug its owner, play peek-a-boo, and whimper to show it's ready for his bottle.
10. **Fashion Fever (Mattel)** Getting gussied up is what these ladies are all about. Mattel's fashion-frenzied dolls include Barbie, Teresa, Kayla, and Drew.

Now that kids have voted for their favorite toys, parents and caregivers can find more shopping information at <http://yahooligans.yahoo.com/toptentoys>. Parents can also go to Yahoo! Shopping (<http://shopping.yahoo.com>) to find information on how to buy each of the Yahooligans! Top Ten Toys.

This year's poll was sponsored by Paramount Pictures' upcoming film, "Lemony Snicket's A Series of Unfortunate Events" starring Jim Carrey, Jude Law as the voice of Lemony Snicket and Meryl Streep, in theaters everywhere December 17th. Film branding was featured throughout the voting site.

About Yahooligans!

Yahooligans! is one of the most used sites in K-8 classrooms and a leading online resource for kids, parents, and teachers offering a safe, educational, and entertaining experience online. Yahooligans! represents Yahoo!'s commitment to providing safe, age-appropriate content and Internet services for children. Yahooligans! gives kids direct access to a variety of comprehensive and easy-to-use information and services, including online entertainment and news, a safe games environment, and a directory that can serve as a personal tutor. Yahooligans! is part of the globally branded Yahoo! network that reaches millions of unique visitors each month.

About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! is the No. 1 Internet brand globally and the most trafficked Internet destination worldwide. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 world properties and is available in 13 languages.

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*Toys and toy descriptions provided by Toy Wishes Magazine

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