YAHOO!

Get Local With Yahoo!

New [Get Local] Service Provides Local Programming for More than 30,000 U.S. Cities

Santa Clara, CA -- November 4, 1996 -- Yahoo! Inc. today announced the launch of [Get Local], a new service that provides users with online, local resources for more than 30,000 U.S. cities, covering over 40,000 zip codes. Get Local is an extension of Yahoo!'s comprehensive regional programming found on both the main Yahoo! site (http://www.yahoo.com) as well as the new regional sites, including Yahoo! San Francisco Bay Area, Yahoo! Los Angeles, Yahoo! New York and Yahoo! Chicago. Users can access Get Local through a link on the Yahoo! front page. "Users are extremely interested in getting information online about their local area, as evidenced by the overwhelming response we've received from our regional guides," said Ellen Siminoff, director of communities at Yahoo!. "With Get Local, individuals have immediate access to resources and information for their hometown -- all conveniently compiled into one central location."

Get Local Yahoo! already provides users with the most comprehensive regionally classified Web resources available. To use Yahoo!'s new Get Local service, users can type in their zip code or browse through a directory of alphabetical listings of cities by state. Get Local automatically creates a specialized page for the chosen locale with city and regional news, scores >from local sports teams, weather reports, and zip code-specific links to a variety of resources for entertainment, businesses and activities that affect the local area. Get Local pages also include Yahoo!'s popular free communications services such as yellow pages, white pages and interactive maps -- all using the user-specified city as the starting point for searching or browsing these services.

How does it work? Getting local in Palatine, IL
Using Get Local, a resident or traveler interested in Palatine, IL, for example, receives a customized page for the city including local weather, sports scores, state and local news from UPI wire service. Because Palatine falls into the area covered by Yahoo! Chicago, the user also receives the directory to Yahoo! Chicago's 14 subject categories as well as additional resources such as the Chicago Reader's entertainment listings, Polnet Communications' local news in Polish, and Shadow Traffic's up-to-the minute reports for the area. Users can perform searches within Yahoo! Chicago or the entire Yahoo! database, view maps of Palatine, browse the Yellow Pages for nearby Palatine businesses and receive detailed maps and driving directions. In addition, the Get Local page for Palatine also includes links to Yahoo! Chicago's message boards, allowing users to start their own forums for posting messages about Palatine or anything else that interests them.

But how does it play in Peoria?
For a city such as Peoria, IL that falls outside the area covered by Yahoo!'s major metros, Get Local creates a customized city page with local weather, sports scores, state and regional news from UPI and Granite Broadcasting plus information and content pulled from the Illinois category of the main Yahoo! directory. Users have access to online resources about Peoria and the surrounding area through city, county and state resources as well as a directory of categories covering topics such as Health, Arts, Business, Travel, Entertainment and Media. Searches can be performed within the Yahoo! Illinois category or within the entire Yahoo! database.

About Yahoo!
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.

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