



## Now Germany Can Yahoo! Too

### Yahoo! Germany provides localized content in the local language for German users

**Santa Clara, CA -- October 10, 1996** -- Yahoo!, the world's most popular online guide to the Internet, today launches Yahoo! Germany, a localized German version in the local language, following a successful launch on September 23 of Yahoo! UK & Ireland. Yahoo! Germany, <http://www.yahoo.de>, will provide access to a comprehensive guides to German web sites, and the complete database of worldwide listings people have come to expect from Yahoo!.

The main Yahoo! directory, <http://www.yahoo.com>, now comprises a classification of more than 400,000 sites on the World Wide Web. Yahoo! is a leader in terms of traffic, receiving an average 14 million page views per day as of September 1996. Yahoo! already has a loyal user base in Europe; today about 10% of traffic on Yahoo! is from European domains, representing some 40 million page views per month.

The German version of Yahoo! will provide seamless access to the full directory listings of main Yahoo!, making it the first navigational site to provide a comprehensive listing of German sites and the rest of the WWW. Yahoo! Germany will list all German web sites first plus full access to relevant worldwide sites. German categories will reflect the priorities and interests of German users, providing a view into the Internet from a German perspective.

Yahoo! Germany will also carry services targeted to the needs of a German audience. Yahoo! Germany will be the only web site in Germany to provide headline news and full-text from Reuters, via German newsfeeds in business, sports and general news. The popular "What's New", "What's Cool" and "Random" features of Yahoo! Germany will be created by a local editorial team. More value-added services are set to follow.

Yahoo! Germany introduces a proven advertising platform for the German market. The new site is launching with German consumer and technology advertisers on board, including e-plus Mobilfunk (mobile telephony), Langnese-Iglo (ice cream maker) and Neckermann Verstand AG (catalog distribution).

Users of Yahoo! Germany will also be able to access Yahoo!'s fully integrated Web-wide searching capabilities provided by Alta Vista. Searching and browsing features on Yahoo! are integrated to allow the user to choose the most appropriate navigational methods at any point during the quest for information. Web users of all skill levels can easily navigate through Yahoo!'s hierarchical index, which gives access to the largest database of >web sites catalogued by people.

IBM has joined forces with Yahoo! by providing server technology and IBM PCs to Yahoo! Germany. Yahoo! in Europe is powered by IBM servers to ensure that users continue to enjoy the rapid response times and service they have come to expect from Yahoo!

Created in April 1994, Yahoo! began as a hobby of two Stanford University electrical engineering Ph.D students, David Filo and Jerry Yang, who saw the need to help people navigate through the overwhelming content on the Internet and locate useful web sites. In April 1995, Filo and Yang took a leave of absence from Stanford to work on Yahoo! full time.

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.

Yahoo! UK, Yahoo! France and Yahoo! Germany are the first properties to be developed by Yahoo! Europe, a joint-venture between Yahoo! Inc and Ziff-Davis Publishing. The European directories are part of a developing global family of Yahoo!-branded media properties in targeted geographic (Yahoo! Japan, UK, Germany, Canada, San Francisco Bay Area, Los Angeles, New York), subject matter (Yahoo! Internet Life magazine and website) and demographic areas (Yahooligans!, A web guide for kids). Yahoo! can be found on the web at [www.yahoo.com](http://www.yahoo.com). Yahoo! Inc headquarters are in Santa Clara, California.

Ziff-Davis, a Softbank company, is the leading publisher of computer magazines and online computing content. In Europe, Ziff Davis publishes: PC Magazine, PC Direct, Computer Life and Computer Gaming World in the UK; PC Professionell, PC Direkt and PI@net in Germany; as well as PC Expert, PC Direct and Cyberscope in France. All of these titles can also be found on the Internet at <http://www.zdnet.com/zdeurope/>.

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