



Now France Can Yahoo! Too

Yahoo! France provides localized, French guide to the Internet

PARIS, FRANCE -- October 21, 1996 -- Yahoo!, the world's most popular online guide to the Internet, today announced the launch of Yahoo! France, a localized guide to the Internet in the local language. Yahoo! France, <http://www.yahoo.co.fr>, will provide access to one of the most comprehensive guides to French web sites currently available, 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 French version of Yahoo! will comprise more than 7,000 French Internet sites at launch, and provide seamless access to the full directory listings of main Yahoo!, making it the first navigational site to provide a comprehensive listing of French sites and the rest of the WWW. Yahoo! France will list all French web sites first plus full access to relevant worldwide sites. French categories will reflect the priorities and interests of French users, providing a view into the Internet from a French perspective.

Yahoo! France also carries services targeted to the needs of a French audience, providing headline news and full-text from Reuters, via French newsfeeds in business, sports and general news. More value-added services are set to follow.

Users of Yahoo! France will also be able to access Yahoo!'s fully integrated Web-wide searching capabilities provided by AltaVista. 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! France. 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!

Advertising Opportunities

Yahoo! France provides advertisers with a unique platform to reach their target audiences through interactive and dynamic Web advertising. At launch, advertisers on Yahoo! France include Infonie, Microsoft, Club Aquarius, Le Bihan, Integra, Mars, Coca-Cola, Ford, IBM and World Media Live.

"We are extremely pleased with the level of interest and enthusiasm expressed by French advertisers for the potential of interactive advertising on Yahoo! France," said Heather Killen, managing director of European operations for Yahoo!. "Through Yahoo! France, advertisers are exposed to a new marketing strategy, permitting them to target audiences on a much grander scale."

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 AltaVista web-wide search capabilities.

Yahoo! France, Yahoo! UK and Yahoo! Deutschland 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, Canada, San Francisco Bay Area), 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.

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/>.

Yahoo! UK is available from September 23rd. For interviews, features and further information please contact Talk Loud PR.

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