



## **Yahoo! Honored By World's Leading Internet Safety Organization For Efforts To Protect Children Online**

### **Yahoo! Receives Wired Kids Internet Visionary Award for Creating Yahoooligans!, One of the Web's Leading Destinations for Kids**

**WASHINGTON -- Oct. 15, 2002** -- Yahoo! Inc. (Nasdaq:YHOO - News) was recognized today at the Third Annual Wired Kids Summit on Capitol Hill for its ongoing efforts to make the Internet a safer place for children and teenagers. Yahoo! was the recipient of three awards from WiredKids.org, a program of WiredSafety.org, the world's largest online safety and help group. Yahoo! has been awarded the "2002 Internet Visionary Award," Wired Kids' highest annual award, for its innovations in creating Yahoooligans! (<http://www.yahoooligans.com>). As one of the leading providers of safe, friendly, child-appropriate information on the Internet, Yahoooligans! has served age-appropriate content and services for children ages 7 to 13 since 1996. It has long represented the company's commitment to providing a safe environment for kids on the Internet.

In addition, Yahoo! was honored by the group's cyber law enforcement division for its efforts in helping to prevent and respond to crimes and exploitation of children. The inaugural "Internet Cares Award" underscores the company's commitment to working closely with law enforcement in preventing and combating harm to kids online. And finally, the entire Yahoo! network was the recipient of the "Best of the Web" award, selected among nominations by thousands of children and teens as one of their favorite destinations. Sites winning this award were approved by parent volunteers; WiredSafety.org Executive Director Parry Aftab, a cyberspace lawyer and child online safety expert; and Aftab's team of privacy lawyers.

"We're very proud to be recognized for awards that highlight our long-time commitment to quality and responsibility on the Internet," said Dan Rosensweig, chief operating officer. "Yahoo! has long understood the importance of providing a safe place for kids on the Internet, and led the industry as the first to provide a place online that is devoted to kids and their needs. We continue to remain committed to help the Internet serve as a safe, educational resource for families across the globe."

"When Yahoo! introduced Yahoooligans! as the first site on the Web just for children, they began a tradition of encouraging a safer and more educational Internet for kids," Aftab said. "They should be commended not only for their focus on helping our youngsters experience the very best of the Web, but also for their responsiveness to Internet safety issues and cybercrimes against children. Their leadership and commitment is much appreciated by parents and educators alike."

Launched nearly seven years ago as one of Yahoo!'s first properties, Yahoooligans! continues to be one of the leading online resources offering safe and entertaining experiences online. Yahoooligans! staff consists of educational professionals and former teachers representing all grade levels who hand-review every site listed in the directory, helping provide a high quality, safe surfing experience. The site also includes Teachers' and Parents' Guides as well as channels devoted to science, reference, news, animals, sports, movies, games and jokes.

Other initiatives Yahoo! has undertaken in support of child safety include working with the National Center for Missing & Exploited Children to introduce an online missing child recovery program. Since introducing the online missing child alerts in August, Yahoo! has served 167 million targeted banners for 64 missing children.

In addition, the newly launched SBC Yahoo! DSL and Dial access offerings both include one of the industry's most comprehensive parental controls packages. SBC Yahoo! Parental Controls enable parents to choose the content their children view online and customize settings for each child. Parents can also limit surfing to the more than 40,000 hand-picked kid-friendly Websites listed in Yahoooligans!.

#### **About Yahoo!**

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! reaches more than 237 million individuals worldwide each month, and is the No. 1 Internet brand globally. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

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