



## Yahoo! And Netscape Ink International Distribution Deal

### Yahoo! to Provide Local Search and Navigational Service in 12 Countries

**SANTA CLARA and MOUNTAIN VIEW, Calif. -- July 8, 1997** -- Yahoo! Inc. (NASDAQ: YHOO), the world's leading navigational guide to the Web, and Netscape Communications Corporation (NASDAQ: NSCP), a leading provider of Internet and Intranet software, today announced that Yahoo! has been selected by Netscape as a Premier Provider of international search and navigational guide services for the Netscape Net Search program. Under the agreement, Yahoo! will provide services in 12 countries, including Australia, Denmark, France, Germany, Italy, Japan, Korea, The Netherlands, Portugal, Spain, Sweden and the United Kingdom.

Under the arrangement, Netscape visitors worldwide will gain direct and convenient access to Yahoo!'s localized search and navigational services. In addition, users will have direct access to Yahoo!'s extensive global navigational services of more than 700,000 Web sites. International Yahoo! local pages will be accessible through Netscape's International sites. In addition, the local pages can be accessed from the Net Search button by Internet users of local-language Netscape browsers.

"Yahoo! is committed to serving an ever expanding global audience," said Jeff Mallett, senior vice president of business operations, Yahoo! Inc. "Our comprehensive content and strong brand awareness continue to make us the world's navigational service of choice."

"Netscape is committed to empowering Internet users worldwide with the best tools and features on the Web," said Jennifer Bailey, vice president of electronic marketing at Netscape. "Working with Yahoo! and search providers, we can now offer many of our international users with localized search and navigational services, another indication of Netscape's commitment to a rapidly growing international audience."

Yahoo! is the No. 1 search and directory guide to the Internet according to PC Meter's May 1997 research results. With 37.4 percent unduplicated reach in U.S. Internet households, Yahoo! remains the number one network followed by the Excite Network (Excite, WebCrawler, City.net, and Magellan) at 28.5 percent and Lycos at 14.5 percent.

Yahoo! ([www.yahoo.com](http://www.yahoo.com)) is also the single largest guide to the Web in terms of reach and has consistently ranked No. 1 since PC Meter began publishing results in January 1996. In May 1997, yahoo.com's reach was 37.2 percent, with excite.com following at 19.9 percent, webcrawler.com at 12.9 percent, infoseek.com at 16.5 percent, and lycos.com at 14.0 percent. Yahoo! is also the leading guide among Web users of all experience levels. Yahoo! is No. 1 in reaching light, moderate and heavy users with approximately 80% of heavy Web users using Yahoo! in April. In addition, compared to the top ten Web sites, Yahoo! ranks highest in average time spent by individual users at the site each month.

Yahoo!'s European sites (France, Germany, UK & Ireland) recently announced traffic numbers of more than one million page views per day combined. Initial PC Meter results published in France by market research firm Sofres show that Yahoo! France ([www.yahoo.fr](http://www.yahoo.fr)) is the most widely used World Wide Web site in the country, with household reach of 45 percent, putting it ahead of all other French and international sites. Yahoo! Japan reached more than two million page views per day as reported in March 1997.

#### **About Yahoo!**

Yahoo! Inc. (NASDAQ:YHOO) is an Internet media company that offers a network of globally-branded properties, specialty programming, and aggregated content distributed primarily on the Web, serving business professionals and consumers. As the first online navigational guide to the Web, [www.yahoo.com](http://www.yahoo.com) is the single largest guide in terms of traffic, advertising, and household reach, and is one of the most recognized brands associated with the Internet. Yahoo! Inc. continues to develop a family of community services, including Yahoo! Chat, Classifieds, and Yellow Pages, along with targeted Internet guides for geographic audiences (Yahoo! Japan, UK & Ireland, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington, D.C., Boston, Austin, Seattle, Dallas/Fort Worth, Atlanta, Minneapolis/St. Paul); shared-interest audiences (Yahoo! Internet Life magazine and Web site, Yahoo! Finance, Yahoo! News and unFURLed, MTV/Yahoo!'s online music guide); and demographic audiences (Yahoo!igans!, a Web guide for kids; and Beatrice's Web Guide for women). Yahoo! Inc. is headquartered in Santa Clara, Calif., and can be found on the Web at [www.yahoo.com](http://www.yahoo.com).

#### **About Netscape**

Netscape Communications Corporation is a leading provider of open software for linking people and information over enterprise networks and the Internet. The company offers a full line of clients, servers, development tools and commercial applications to create a complete platform for next-generation, live online applications. Traded on NASDAQ under the symbol "NSCP," Netscape Communications Corporation is based in Mountain View, California.

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