

YAHOO! AND THE NEWSPAPER CONSORTIUM PARTNERSHIP FACT SHEET

Overview

In November 2006, Yahoo! formed a strategic partnership with 176 local newspapers across the United States to create one of the largest and most comprehensive advertising networks in the online industry. Since then, the number of Yahoo!'s newspaper partners has more than quadrupled in size. It now comprises 35 media companies, spanning 784 newspapers and representing 32 percent of all dailies and 42 percent of all Sunday circulation in the United States.

Yahoo!'s partnership with America's newspapers initially focused on providing its original member newspapers with a powerful local and national recruitment network through Yahoo! HotJobs. It has since expanded to provide partner newspapers with the opportunity to leverage Yahoo!'s advertising platform technology, and with the ability for the newspapers' sales force to sell Yahoo! inventory to their local clients. Partner newspapers can also integrate Yahoo!'s paid search technology across their sites, and enjoy national distribution of their high-quality content across multiple Yahoo! properties and sites.

Growth

September 2008	35 Companies 466 Daily Newspapers 784 Total Newspapers
February 2008	27 Companies 427 Daily Newspapers 635 Total Newspapers
April 2007	12 Companies 264 Daily Newspapers
November 2006	7 Companies 176 Daily Newspapers

Fast Facts:

- Nearly 600 newspapers have partnered with Yahoo! HotJobs as their exclusive online recruitment solution, including major dailies in Atlanta, Dallas, Denver, Houston, Los Angeles and San Francisco.
- Currently, 60 newspapers are participating in a pilot program selling DMA-targeted Yahoo! inventory to local advertisers.
- More than 200 newspaper sites have launched Yahoo!'s core search products: contextual-advertising, paid-search, and web search.
- Newspaper sites now receive more than 10 million referrals a month from the distribution of news headlines across the Yahoo! network and through its services, including the Yahoo! Home page, My Yahoo! and Yahoo! Instant Messenger.
- More than 2,500 newspaper sales representatives have participated in sales training sessions provided by Yahoo!.

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- Yahoo's new ad management platform has launched, with the two pilot newspapers, The San Francisco Chronicle and San Jose Mercury News, already running campaigns on the platform. A systematic integration plan for on-boarding hundreds of newspapers onto the platform has been developed in close collaboration with NewspaperConsortium members. On-boarding will be carried out in waves, and will continue well into 2009, to accommodate the continuing growth in Consortium membership.

Yahoo!'s Newspaper Consortium partners are: A. H. Belo Corporation, Bakersfield Californian, Black Press, Buffalo News, Calkins Media, Inc., The Columbian Publishing Company, Cox Newspapers, Dispatch Printing Co., The Day Publishing Company, The E.W. Scripps Company, GateHouse Media, Inc., Hearst Newspapers, The Herald Dispatch, Herald Media Inc., The Independent Newspapers, Journal Register Company, Lee Enterprises, McClatchy Company, Media General, MediaNews Group, Inc., Milwaukee Journal Sentinel, Morris Communications Company LLC, New York Daily News, New York Times Regional Group, The Oklahoma Publishing Co., Paddock Publications Inc, Paxton Media Group, Philadelphia Media Holdings LLC, Shaw Newspapers, Sun-Times News Group, Stephens Media Group, Times-Shamrock Communications, The Times Publishing Company, Tribune Review Publishing Company and Yankton Media.

Newspapers represented include major market dailies such as *The Atlanta Journal-Constitution*, *The Boston Herald*, *Chicago Sun-Times*, *The Commercial Appeal (Memphis)*, *The Dallas Morning News*, *The Denver Post*, *The Florida Times-Union*, *Houston Chronicle*, *Las Vegas Review Journal*, *Miami Herald*, *Milwaukee Journal Sentinel*, *New Haven Register*, *The Philadelphia Daily News*, *The Philadelphia Inquirer*, *The Rocky Mountain News*, *St. Louis Post-Dispatch*, *The Sacramento Bee*, *San Francisco Chronicle*, *San Jose Mercury News* and *The Tampa Tribune*.

About Yahoo!

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! is focused on powering its communities of users, advertisers, publishers, and developers by creating indispensable experiences built on trust. Yahoo! is headquartered in Sunnyvale, California.

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