

Sports

YAHOO SPORTS PROVIDES SPORTS FANS WITH THE "INSIDE TRACK"

SUNNYVALE, Calif.—(BUSINESS WIRE via COLLEGIATE PRESSWIRE)—Yahoo! Sports Aligns with TheInsiders.com to Syndicate and Promote In-Depth College Athletic and Recruiting Content Top Network of College Sports Web Sites Providing Sports Fans, Alumni and Athletic Recruiters With the Inside Track on Big Name Schools and Top Recruits

Yahoo! Inc. (Nasdaq:YAHOO), a leading global Internet communications, commerce and media company, announced an agreement with TheInsiders.com (<http://www.theinsiders.com>), a network of more than 100 college, professional and high school athletic Web site affiliates. Through the agreement, Yahoo! Sports (<http://sports.yahoo.com>) and TheInsiders.com are promoting, marketing and syndicating free and subscription-based behind-the-scenes sports news about top-name schools, such as Miami, North Carolina and Washington, as well as information on sought-after high school and junior college recruits, and the universities these athletes visit or plan to attend.

Staffed by hundreds of editors and publishers dedicated to covering top schools across the country, as well as the NFL and high school sports, TheInsiders.com network of Web sites provides year-round, timely, in-depth news for sports fanatics, alumni, coaches and recruiters. Consumers can locate daily TheInsiders.com news, updates and community connections from the college team pages on Yahoo! Sports, through search results on the Yahoo! directory, and on team-specific message boards, auctions and stores.

In addition to free content, Yahoo! Sports fans will have access to a selection of subscription packages offered by TheInsiders.com, ranging from \$5.95 per month to \$119.90 per year. Each provides varied levels of benefits and access to school and team-specific "clubs," as well as up-to-date recruiting news and databases.

"This relationship with The Insiders.com enables Yahoo! Sports to provide deeper content to hard-core and passionate sports fans looking for the story-behind-the-story about their favorite college or university, especially

with the college basketball tournaments approaching," said Brian Grey, director, Yahoo! Sports. "We feel The Insiders.com provides a superior product that complements our booming college information section. This relationship also contributes to the overarching strategy of providing compelling for-pay content to Yahoo!s global audience of 219 million unique monthly visitors."

"There is no partner who can provide the reach, tools and marketing platform to promote and enhance our subscription services like Yahoo! Sports," said Jim Heckman, founder and chief executive officer, TheInsiders.com. "This Yahoo! Sports relationship increases our reach as much as six times to hard core sports fans that our affiliate publishers otherwise would be unable to touch. While we expect this to be profitable for both TheInsiders.com and Yahoo!, the big winners are the sports fans and publishers."

About Yahoo!

Yahoo! Inc. is a leading global Internet communications, commerce and media company that offers a comprehen-

sive branded network of services to more than 219 million individuals each month worldwide. As the first online navigational guide to the Web, www.yahoo.com is the leading guide in terms of traffic, advertising, household and business user reach. Yahoo! is the No. 1 Internet brand globally and reaches the largest audience worldwide. Through Yahoo! Enterprise Solutions, the company also provides online business and enterprise services designed to enhance the productivity and Web presence of Yahoo!s clients. The company's global Web network includes 24 World properties. Headquartered in Sunnyvale, Calif., Yahoo! has offices in Europe, Asia, Latin America, Australia, Canada and the United States.

Source: Yahoo! Inc.

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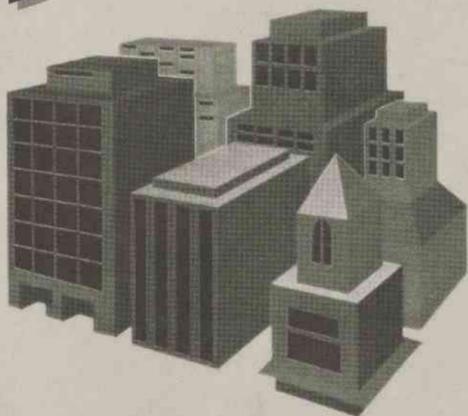


The women's tennis team (standing-LaTasha Copeland, Clorisa Purvis, Kim Bond, Robin Reese, Glovette Shannon. Kneeling-Sharita Saunders, Alisha Smith, and Monet Basnight)

CONGRATULATIONS!!

TO ECSU'S
FIRST WOMEN'S
TENNIS TEAM.
YOU HAVE DONE
AN OUTSTAND-
ING JOB, THUS
FAR. KEEP US
THE GOOD
WORK!!

LEVELS



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