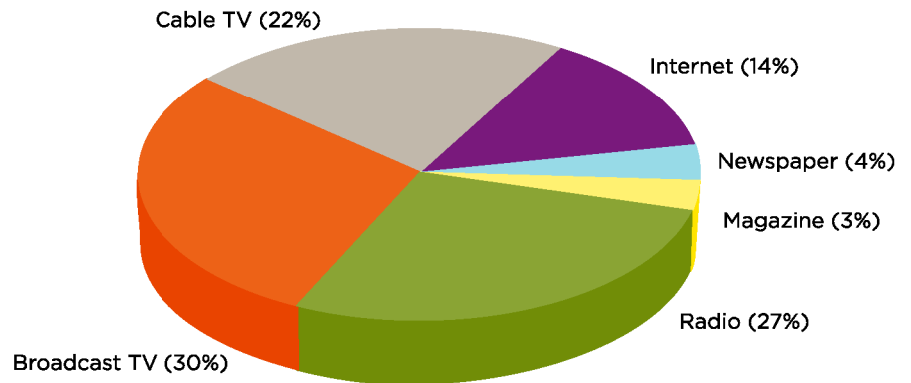


It's undeniable, the Internet is now mainstream. Our youth spends more time online than with any other medium. Women's time online ranks only after the essential activities of sleeping, working and spending time with family. People now use the Internet throughout the day to research, communicate and entertain themselves. Broadband has become commonplace and wireless Internet access is rapidly expanding. The digital possibilities remain endless.*

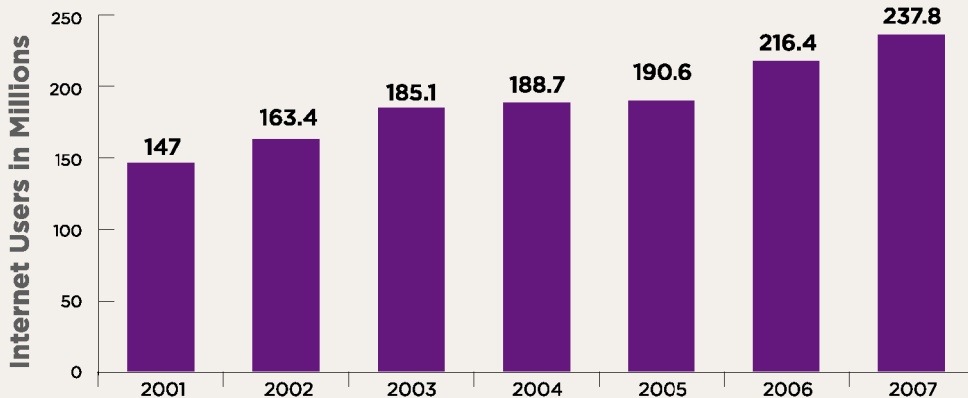
As the Internet has grown, so has Yahoo!. We have over 300 million unique, highly involved users globally, and we're the #1 site in the U.S. We're excited about where we stand, as well as where we're headed.

Internet Represents 14% of Average Weekly Media Usage



Source: SRI/Multimedia Mentor, Fall 2003.

Over 237M Americans will be online by 2007:



Source: IDC, December 2003.

* Sources: Born to Be Wired, Real Women. Digital World, Yankee Group, @plan.

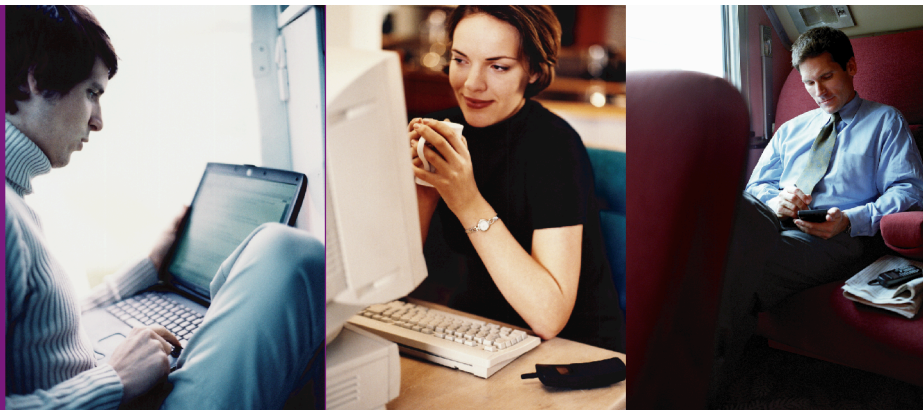
The Internet is Mainstream

153M people were online
in the past month.

39% go online daily.

It's become integrated into
our everyday lives...

- 8M access the web using a cell phone or PDA
- 53M (25%) spent \$200+ online in the past year
- 62M (29%) check the news online
- 29M (14%) make travel plans online
- 35M use an instant messenger service



Q3 2004

At work...

51M people are online at work

92% of at work Internet users go online during the noon lunch hour

12M made a business purchase online

19M looked for employment online

40M use broadband at work

Sources: MRI, Fall 2003. NetRatings, May 04. @plan, Summer 04. All U.S. data.

*More people use broadband at home than:

- live in the combined states of California, New York, and Texas
- went camping in the past 12 months
- traveled to a foreign destination in the past 3 years
- own a DVD player
- are on a diet

* Source: Nielsen//NetRatings, May 2004 compared to Mediamark Research, Fall 2003.

At home...

142M go online at home

63M use broadband at home

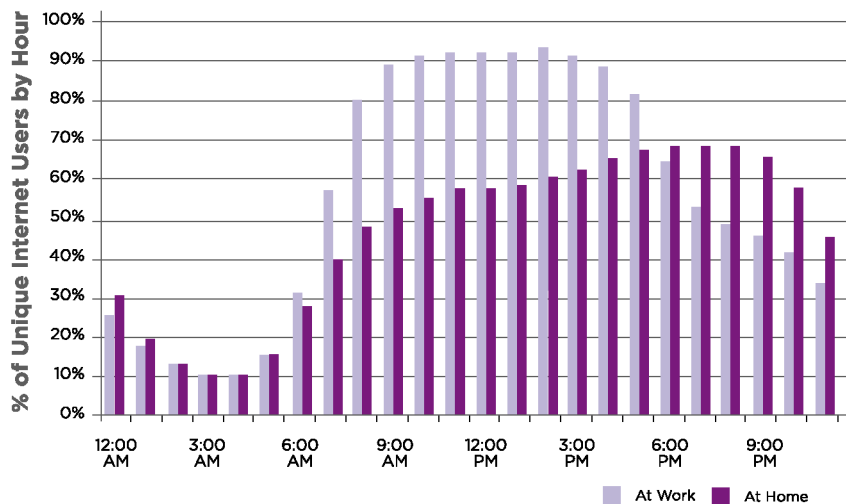
41M made a personal purchase online

30M kids and teens go online regularly

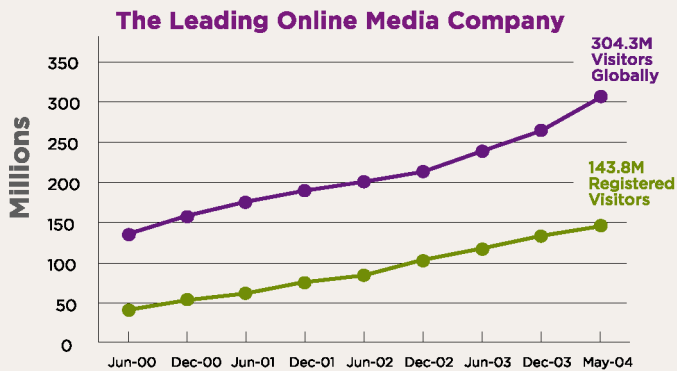
112M use email

Sources: MRI, Fall 2003. NetRatings, May 04. @plan, Summer 04. All U.S. data.

Daytime is Primetime Online



Source: Nielsen//NetRatings, May 2004.



Source: Yahoo! Internal data, June 2004.

More people visited Yahoo!
in the past month than:

- use coupons
- vote
- recycle
- exercise regularly
- have children living at home
- wear sunscreen regularly

* Source: ComScore Media Metrix, May 2004 compared to Mediarmark Research, Fall 2003.

Yahoo! - The #1 Site in the U.S.

	Unique Visitors	Online Reach	Avg Mins Per Visitor
Yahoo!	113M	72%	260.4
MSN	99M	63%	152.2
AOL	87M	56%	404.1
Google	67M	43%	27.8

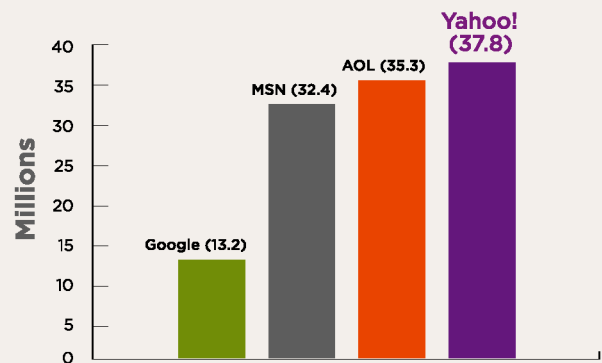
Source: ComScore Media Metrix, Monthly Metrics, May 2004.

Who is the Yahoo! User?

51% male	49% female
16% age 17 or under	53% HHI \$60K+
85% age 18+	37% HHI \$75K+
50% age 35+	20% HHI \$100K+
52% have children	50% college educated

Source: ComScore Media Metrix, May 2004.

Yahoo!'s Daily Online Reach is Highest



Source: ComScore Media Metrix, May 2004.