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NFL AND YAHOO! TO OFFER LIVE GAME WEBCASTS OUTSIDE OF NORTH AMERICA

Full Season of Live NFL Games Now Available For the First Time via the Web in Europe, Asia, South America, Australia and Africa

New York, NY and Santa Monica, Calif. – September 8, 2006 – The National Football League and Yahoo!, Inc (Nasdaq: YHOO) today announced an agreement that will enable football fans around the world to watch live NFL games on the Internet. NFL Game Pass, powered by Yahoo! Sports, will allow football fans outside of North America to watch nearly every NFL game live and in its entirety on www.nfl.com/nflgamepass beginning this Sunday.

The agreement marks the first time the NFL has made a full season of games available to fans via the Web.

The new online subscription service will charge fans a fee of \$24.99 per week or \$249.99 for the entire 17-week NFL regular season and each game will also be available in archived format up to 24 hours after its conclusion.

"We are pleased to offer NFL fans around the world an innovative way to watch NFL games. The NFL is committed to taking advantage of new technologies to bring more value to our fans everywhere and Yahoo!'s proven leadership in technology makes them an ideal partner for a product like 'Game Pass'," said Brian Rolapp, the NFL's vice president of media strategy.

"We are proud to help the NFL deliver the world's most exciting sport to the millions of football fans outside the U.S.," said David Katz, head of sports and studios for Yahoo!. "The global reach and promotional strength of the Yahoo! network enables us to deliver this first-of-its-kind product to NFL fans around the world."

The service will be heavily promoted throughout various international Yahoo! and NFL properties, and depending on a specific user's Internet connection and computer setup, games will be streamed at either 300 or 700 kbs.

About Yahoo!

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! seeks to provide online products and services essential to users' lives, and offers a full range of tools and marketing solutions for businesses to connect with Internet users around the world. Yahoo! is headquartered in Sunnyvale, Calif.

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