Yahoo! Provides Millions of Sony Customers in More Than 100 Countries with an Enhanced TV Viewing Experience

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SUNNYVALE, Calif., (RPRN) 06/16/10 — Yahoo! Dramatically Expands Availability of Yahoo! TV Widgets on Sony's BRAVIA LCD Televisions

-- Yahoo! (NASDAQ:YHOO) today announced the expanded availability of the Yahoo!(R) Widget Engine on Sony's Internet-connected BRAVIA LCD TVs, providing consumers easy on-demand access to thousands of content sources, movies, TV shows, and Internet content.

Consumers can check the latest videos on Showtime(R) and the latest sports scores on USA Today(R), shop on eBay(R), play games, or catch up with their friends on Twitter(R) and Facebook(R), all while watching TV. BRAVIA Internet Widgets powered by Yahoo! are now available in more than 100 countries across North America, Europe, Latin America, and Asia.

"Sony is the world leader in entertainment with the unique position of not only creating content, but also delivering highly advanced devices that allow consumers to view that content in their homes," said Toshifumi Okuda, senior

general manager, Home Entertainment Business Group, Sony Corporation. "Extending our relationship with Yahoo! is another example of how Sony is focused on delivering attractive features to worldwide consumers."

"Our expanded partnership with Sony increases the number of countries where Yahoo! TV Widgets are available by nearly seven-fold, enabling us to connect millions of additional consumers to compelling Internet content and services right on their TV," said Jeff Kinder, senior vice president, Media Products and Solutions, Yahoo! Inc. "Yahoo! is delivering the right content on the right platforms -- across mobile, PC, TV, and tablets -- ensuring the best experiences for our users, publishers, and developers."

Yahoo!

The increased distribution of the Yahoo! Widget Engine provides developers and content creators with unmatched scale and the ability to reach millions of engaged consumers around the globe. With new Web-based development interfaces, publishers can easily create TV Widgets with the Yahoo! TV Widget Development Kit (WDK).

About Yahoo!

Yahoo! attracts hundreds of millions of users every month through its innovative technology and engaging content and services, making it one of the most visited Internet destinations and a world-class online media company. Yahoo!'s vision is to be the center of people's online lives by delivering personally relevant, meaningful Internet experiences. Yahoo! is headquartered in Sunnyvale, California. For more information, visit pressroom.yahoo.com or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

For additional information about Yahoo! Connected TV, including images, please visit: http://connectedtv.yahoo.com/newsroom

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SOURCE: Yahoo! Inc.

Media Contact Name: Cory Pforzheimer
Media E-mail: coryp@yahoo-inc.com
Media Phone: +1 408-349-2686
Media Web Address: http://connectedtv.yahoo.com/newsroom

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About the author:

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