
Yahoo! Finance Introduces Exclusive Columns From Nation's Leading Financial Experts; Exclusive Content Developed for All Financial Audiences -- Includes Topics That Range from Personal Finance Advice to Broader Economic Trends

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Business Wire

SANTA MONICA, Calif. - (BUSINESS WIRE) - Sept. 26, 2005 - Yahoo! Inc. (Nasdaq:YHOO), a leading global Internet company, today announced that Yahoo! Finance has launched a series of exclusive finance columns from nine of the nation's most respected authors, economists, and financial advisors. The columns will cover a range of personal finance topics, offer investment insights, and cover the most important economic trends and issues. The new Yahoo! Finance columnists include David Bach, Stephen Covey, Ken Dychtwald, Robert Kiyosaki, Daniel Pink, Laura Rowley, **Jeremy Siegel**, Ben Stein, and Charles Wheelan.

"The Yahoo! Finance columnists are some of the brightest minds in the industry and strengthen our ability to provide essential financial information to our users," said Scott Moore, vice president content operations, Yahoo!. "Yahoo! Finance is already the number one financial destination on the Internet, and we believe this addition is a strong beginning to developing a comprehensive columnist series for our users."

Yahoo! Columnists to Offer Timely and Frequent Perspectives

Each Yahoo! Finance columnist will offer financial insights on a biweekly or monthly basis, on a variety of industry trends and topics. The new columnists and columns include:

- David Bach, best-selling author, will provide a no-discipline, no-nonsense system to help people achieve their financial goals as part of "The Automatic Millionaire" column, which will appear every other Tuesday.
- Stephen Covey, international best-selling author, will pen the biweekly column "From Effectiveness to Greatness" providing advice on how to thrive, innovate, excel, and lead. His column will run every other Thursday.
- Ken Dychtwald, Ph.D., the foremost expert on the lifestyle, marketing, and workforce implications of the coming "age wave," will provide the ultimate guide for a new generation of retirees in his column, "Reinventing Retirement," which will appear every other Thursday.
- Robert Kiyosaki is a best-selling author, investor, entrepreneur, and educator. In his column, "Why the Rich Get Richer," he will discuss why many commonly held truths about managing money are obsolete. His column will run every other Tuesday.
- Daniel Pink, journalist and best-selling author, will pen "The Trend Desk" focusing on financial, consumer, and workplace trends that are reshaping business. "The Trend Desk" will appear the third Wednesday of each month.
- Laura Rowley, celebrated personal finance expert, will share humorous and thoughtful stories on money and life in her biweekly column, "Money and Happiness," appearing every other Friday.
- **Jeremy Siegel**, currently the Robert E. Palmer Professor of Finance at the Wharton School of the University of Pennsylvania, will provide straightforward and timely insights into financial markets and wealth. His column, "The Future for Investors" will appear every other Monday.

-- Ben Stein, lawyer, economist and well-known Hollywood personality, will explain how the ordinary investor can protect and grow their net worth in an ever-changing world. "Common Sense" will be published every other Monday.

-- Charles Wheelan, economist and author of the best-selling book "Naked Economics," will continue his witty and accessible exploration of how economics affects our everyday lives in his column "The Naked Economist," appearing the first Wednesday of each month.

The new columns will complement Suze Orman's column "Money Matters," which has been a regular column on Yahoo! Finance since February 2004. Further information about the columns and columnists can be found at: <http://finance.yahoo.com/columnist/allbios> .

About Yahoo! Finance

Yahoo! Finance helps consumers manage their financial lives by providing a comprehensive set of easy-to-use financial services, tools, and information. For investors, Yahoo! Finance offers breaking U.S. and international market news; market data for stocks, bonds, funds, and options; streaming real-time quotes and charts; brokerage research reports, investment analysis and management tools; and community resources like message boards and clubs. With Yahoo! Finance, consumers have one-stop access to the personalized financial information and services they need.

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, California.

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