

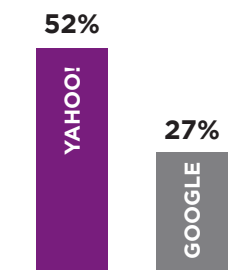
Advertise on Yahoo! Mobile.

Go beyond the personal computer to reach job seekers. More than ever, people are relying on their mobile devices to connect and stay informed. Yahoo! is capitalizing on this trend by extending its reach to the vast job-seeker mobile audience.

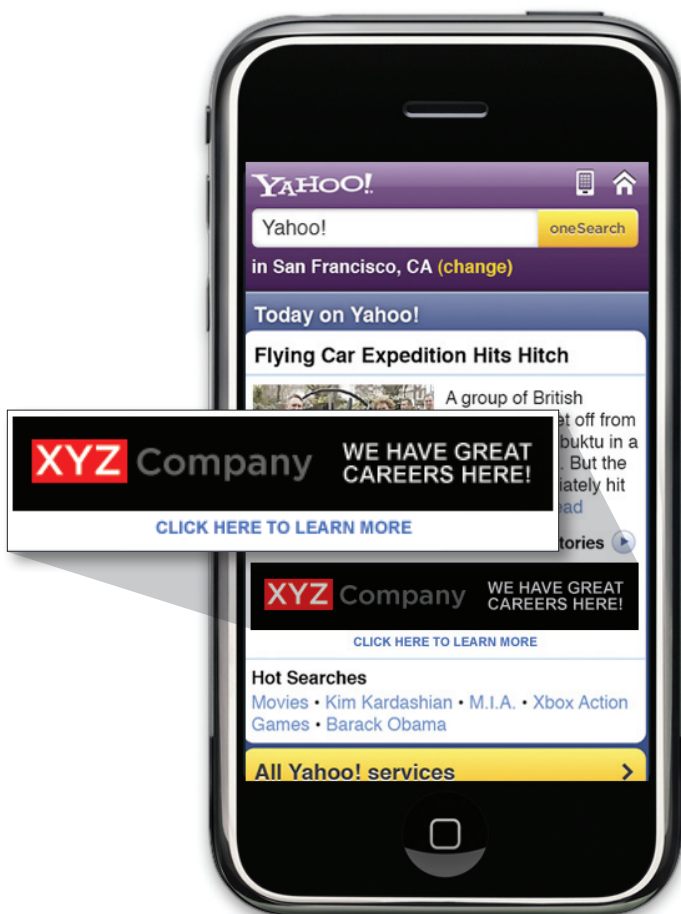
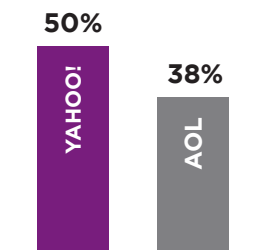
The U.S. mobile Internet audience grew 40% between January 2008 and January 2009, with more than 24 million unique users accessing news and information daily.¹ Yahoo! is the leading Web brand used on the mobile Internet, reaching more than 33 million unique subscribers per month in the U.S.²

Yahoo! can engage job seekers throughout the day, as it has the highest mobile brand reach in email and instant messaging in the U.S.²

EMAIL MARKET SHARE ²



INSTANT MESSAGING MARKET SHARE ²



YAHOO! MOBILE BENEFITS

Audience Reach:

- Reach potential job seekers who rely on their mobile phone as their main source of information.
- Get your jobs in front of professionals who are on-the-go, such as consultants and nurses.

Yahoo! Technology:

- Your recruitment ads can target by location, demographics, career behavior, and more.
- Yahoo! utilizes existing user insights gained from PC use, and applies them to the mobile phone.

Job-Seeker Connection:

- Job seekers initiate interest by simply clicking on your ad.
- Select from various options for job seekers to connect with you: email, text, or a phone call.

Note: Mobile Internet includes: various browsers, applications, and SMS services.