

Search is an increasingly valued information source for customers seeking wireless service.

The online channel is the wireless industry's largest single point of contact.

- Nearly three out of four wireless consumers will research wireless services on the Internet during their wireless purchasing cycles. And since 2003, these consumers have been growing at an annual rate of over 24%.¹
- It is recognized industry-wide that the majority of wireless purchase transactions take place offline at a retail or kiosk store.²

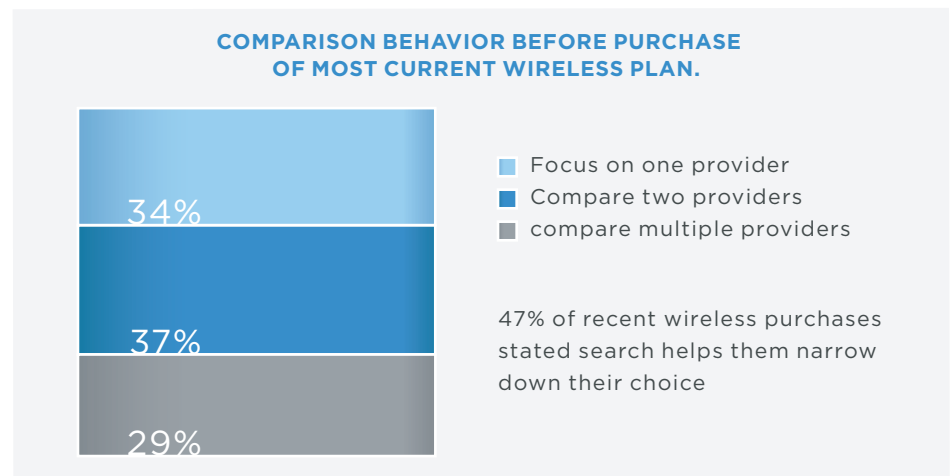
With these statistics in mind, Yahoo! Search Marketing commissioned research expert Compete Inc. to conduct a 12-month study to look at the distinctive role that search plays in the decision-making process leading up to both off- and online purchases of wireless service

WIRELESS-RELATED SEARCHES ARE GROWING SIGNIFICANTLY.

According to study findings, 23.9 million consumers will perform a search for wireless service by year's end, representing over \$12.6 billion in potential annual service revenue. The number of consumers that searched online to help with their wireless purchase decision has increased 72% from 2004.

THE MAJORITY OF PURCHASERS USING SEARCH DURING THEIR WIRELESS PURCHASE PROCESS ARE OPEN TO MULTIPLE CARRIERS.

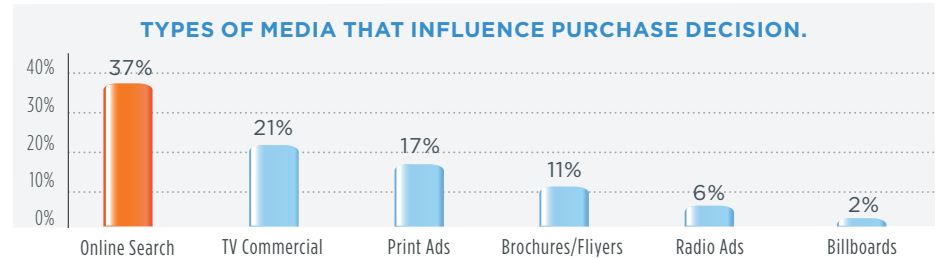
66% of the wireless purchasers stated they evaluated at least two providers before making an actual purchase. More than half say search helped them narrow down the carrier they ultimately chose.



1. Compete Inc.'s Wireless Online Channel Source study, 2004
 2. Projections based on Compete Inc. Based on Compete 2 Million+ Behavioral Data Panel and publicly reported subscriber growth. Projected online sales looked at across Major Wireless Carriers/Major iDealer sites divided by publicly reported total gross adds.

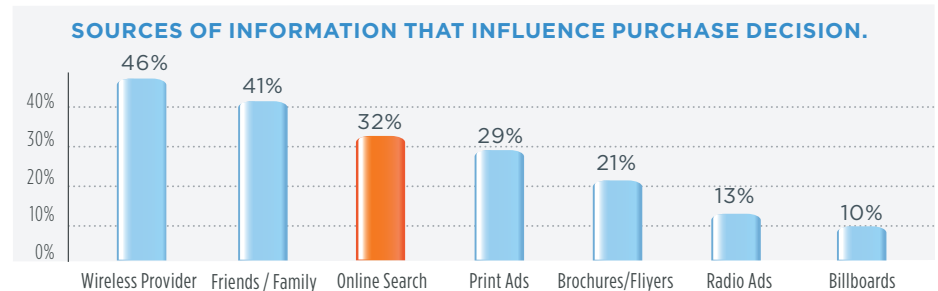
SEARCH RESULT CONTENT HAS A SIGNIFICANT IMPACT ON WIRELESS SERVICE PURCHASE DECISIONS.

Offline wireless purchasers who use search classified it as the media source that influenced their purchase most. 37% of these offline wireless purchasers cited search as the number one media influence over TV (21%), Radio commercials (5%) and print ads (17%).



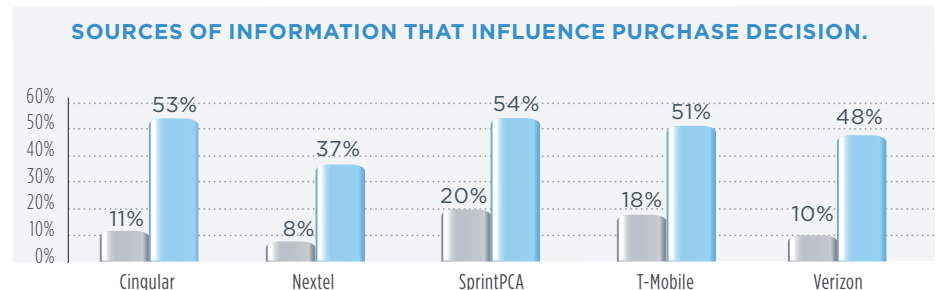
WIRELESS INFORMATION GATHERED ONLINE IS MORE VALUED THAN INFO FROM OTHER SOURCES.

Search was seen as being more influential than consumer reviews and information found at wireless retail stores. Half of the offline wireless purchasers surveyed also considered search to be a “credible way to look for my new wireless service.”



WIRELESS SEARCHERS MAY ALSO COST LESS TO SERVICE

Click stream analysis shows that customers who use wireless searches to arrive at “Big 5” sites are more engaged and cost less to service than non-searchers. Across the top 5 wireless carriers, customers who arrive at the site as a result of a search are nearly three times more likely to sign up for self-care than non-searching consumers. In addition, searchers have 17% more online self-care sessions per month than the non-searchers.



Yahoo! Search Marketing, the global leader in online search services, helps businesses connect with customers who are searching for what they sell.

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