



Simplify your Digital Life

LYCOS Sports to be powered by Breaking Data

Lycos Sports to offer personalized game reporting, team news and social commentary

Hyderabad, US and Canada. September 16, 2016

[LYCOS](#) (NSE: LYCOS I BSE: 532368), one of the most widely recognized Internet brands, and Breaking Data Corporation signed a key partnership agreement to power Lycos Sports. This easy-to-use mobile App will be available to U.S. LYCOS users in October, followed by other countries including India.

"LYCOS Sports app will have selections that include professional sports, specific teams, key players, game reporting and related news. We are eager to provide personalization and social commentary reflecting each user's needs." Announced Edward Noel, GM of LYCOS Media.

As part of the partnership, LYCOS will introduce its sports application on all smart phones and tablets. The LYCOS Sports App will have a simple and consolidated view as per the needs of every user. One can track the teams and players they love, their stats and news very easily.

Marvin Ingleman, CEO of Breaking Data said "Breaking Data delivers all media formats in real-time, without overwhelming users. Breaking Data looks forward to providing exactly what's needed for LYCOS users without them having to work hard to find what they want or enjoy - namely sports on-the-go."

Media Contact:

LYCOS - US & Canada

Mark Cahill

mark.cahill@lycos-inc.com

781 472 2001

LYCOS - India

Rema Sujeeth

rema@lycoscorp.com

040 45678925

Breaking Data

Debby Richman

[312-953-1383](tel:312-953-1383)

debby@breakingdatacorp.com

About Breaking Data Corp:

Breaking Data Corporation is a technology provider of semantic search, machine learning and natural language processing ("NLP"). The Company's technology platform has many practical applications, in multiple business and consumer verticals that are immersed in massive media and data rich settings. The Company's showcase app, BreakingSports, utilizes semantic machine learning and NLP to track social media in a fully automated, real-time manner for significant sports information and events and distributes summarized information through real-time push notifications to consumers. The Company also enables mobile application providers to generate revenue into their apps via its "Poynt-Enabled" SDK and owns Poynt, an award winning local mobile search app. Find out more at breakingdatacorp.com

About LYCOS:

LYCOS is one of the original and most widely known Internet brands in the world, evolving from pioneering search on the web, into a family of three business units covering digital media, marketing, and Internet of Things (IoT).

LYCOS Media is a network of easy-to-use community and social sites in 120 languages across 177 countries. LYCOS' award-winning products and services include tools for blogging, web publishing and hosting, online games, e-mail, and search. The LYCOS Network of sites and services include Lycos.com, Tripod, Angelfire, HotBot, Gamesville, WhoWhere, and LYCOS Mail.

'Brightcom powered by LYCOS', enables businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving 40 billion impressions every month. Clients include leading blue chip advertisers like Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Publishers include Facebook, LinkedIn, MSN, Twitter, and Yahoo! LYCOS works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, OgilvyOne, OMD, Satchi&Satchi, TBWA, and ZenithOptiMedia, to name a few.

LYCOS Life is the new consumer products division focused on IoT. LYCOS Life is dedicated to the future of communication and information management in which everyday objects will be connected to the internet, also known as the "Internet of Things" (IoT).

LYCOS employs around 450 people working out of 24 offices worldwide, across the US, Israel, India, Western Europe, Australia and Latin America. For more information please visit www.lycos.com

Disclaimer

This press release contains "forward-looking statements" – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as "expects," "anticipates," "intends," "plans," "believes," "seeks,"

“should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward- looking statements.