



LYCOS' deal with Yahoo! extends by one more year This will add 10% to its top line.

Hyderabad, April 01, 2016: [LYCOS](#) (NSE: LYCOS I BSE: 532368), the global Internet brand, today announced the extension of its deal with Yahoo! for enhanced search advertising.

The contract leverages LYCOS' services to increase the reach of Yahoo! search and content offerings. Contextual advertising offerings of LYCOS will in turn increase. The enhanced form of search advertising is a type of contextually targeted platform which allows online search advertisers to buy keyword-targeted traffic from sources other than search engine results pages.

This relationship is expected to increase LYCOS' turnover by 10% in FY2016-2017. It is a contract that allows LYCOS to serve globally on all platforms including search, mobile and other contextual advertising.

Media Contact:

Rema Sujeth
+91-40 45678925
rema@lycoscorp.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.

LYCOS Advertising 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

About Yahoo!

Yahoo Inc. is an American multinational technology company headquartered in Sunnyvale, California. It is globally known for its Web portal, search engine Yahoo! Search, and related services, including Yahoo! Directory, Yahoo! Mail, Yahoo!

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.