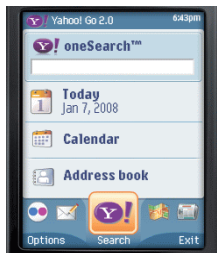


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By: Florin Troaca, Communications News Editor



Yahoo! oneSearch  
Yahoo!

## **AT&T Teams Up with Yahoo for MEdia Net Web Searches**

*Yahoo! oneSearch now on AT&T's phones*

AT&T, North America's largest mobile carrier, has teamed up with Yahoo, the Internet giant company based in Sunnyvale, in order to enhance the Internet searching capabilities of its MEdia Net-enabled phones. In consequence, AT&T's subscribers who use the MEdia Net portal will notice, as of today, that the Web searches they make are performed by default through Yahoo! oneSearch.&nbsp;

As the first US operator to integrate Yahoo! oneSearch into its mobile portal, AT&T will be offering its customers all the benefits of the service. oneSearch from Yahoo will allow user to easily access websites (be them made for mobiles or not), news, weather forecasts, financial information, Web images (including pictures from Flickr) and so on. The Yahoo service can display relevant wallpapers, ring tones, games and various other mobile content - this eliminates users' need of opening a separate window in order to search for downloadable stuff. Furthermore, local search information will be provided by AT&T's Yellowpages service.

Michael Bowling, vice president of converged services at AT&T, said, "Our customers want mobile search to be convenient and intuitive, and Yahoo! oneSearch is an important step for us in delivering that level of experience to them."

Bruce Stewart, vice president and general manager, Connected Life Americas, Yahoo! Inc, added, "With Yahoo! oneSearch, we created an award-winning mobile-first search experience capable of delivering relevant answers to mobile users on the go. With over 60 partnerships with leading mobile operators around the globe, we are a leader in mobile search and are incredibly excited to bring Yahoo! oneSearch to more and more users every day. Together, AT&T and Yahoo! are meeting consumer demand for compelling mobile services, while creating scale for advertisers, enabling them to reach the rapidly growing audience of mobile consumers."

The MEdia Net portal is currently accessible via most of AT&T's devices, from entry-level ones to high-end smartphones.