

NEWS RELEASE



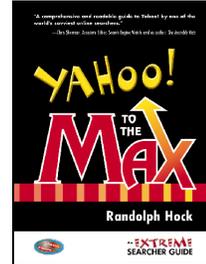
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Yahoo! to the Max!

New book shows there's more to Yahoo! than meets the eye

September 12, 2005, Medford, New Jersey—Information Today, Inc. (ITI) has announced the publication of *Yahoo! to the Max: An Extreme Searcher Guide*, by Randolph (Ran) Hock. This is Hock's fourth book on the topic of Web searching, though it his first to focus on one particular search engine or portal site.

According to author Hock—who has earned the moniker “The Extreme Searcher” in the course of his career as a speaker, trainer, and writer—online users have tended to overlook Yahoo! in recent years due to a public preoccupation with Google. Hock believes this will change as users begin to discover (in some cases to rediscover) the many advantages of Yahoo! In *Yahoo! to the Max* Hock demonstrates that the range of useful features and resources offered by Yahoo! gives it an edge over many of its competitors, including Google.

Yahoo! to the Max is a reader-friendly guide designed to help users take advantage of the author's favorite Yahoo! tools for online research, communication, investment, e-commerce, and more. In the book, Hock provides advice, techniques, and tips for using many of Yahoo!'s most valuable offerings, from its portal features, to Yahoo! Groups, to unique tools that even the most experienced Yahoo! user may not be aware of. Hock helps readers keep up with the latest Yahoo! resources through his regularly updated Web site at www.extremesearcher.com.

“Ran Hock has written a tremendously useful book,” said Mary Ellen Bates of Bates Information Services, Inc., a leading writer and speaker in the information field. “I suggest that you do not share your copy of this book with someone else, as you will probably never get it back.”

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The books chapters are:

- Yahoo!'s Home Page: An Overview of Yahoo!
- Searching and Browsing the Web with Yahoo!
- My Yahoo!: The Best General Portal on the Web
- Yahoo! Groups
- Yahoo! News
- Yahoo!, The Great Communicator
- Buying and Selling Through Yahoo!
- Yahoo! Finance
- Other Seriously Useful Yahoo! Stuff

Ran Hock is the founder of Online Strategies, a firm specializing in creating and delivering customized courses on Web research. His courses have been delivered to large and small companies, government agencies, universities, and associations. He is the author of *The Extreme Searcher's Internet Handbook* (CyberAge Books; 2004) and *The Extreme Searcher's Guide to Web Search Engines* (CyberAge Books; First ed., 1999. Second ed., 2001). Hock is a regular contributor to leading information industry periodicals and a popular international speaker.

Yahoo! to the Max! (256 pages/trade paper/ \$24.95/ISBN 0-910965-69-2) is a CyberAge Book from Information Today, Inc. It is available at bookstores everywhere through the Chicago-based trade distributor Independent Publishers Group (IPG) or by calling the publisher at (800) 300.9868 [outside the United States call (609) 654-6266]; faxing (609) 654-4309; e-mailing custserv@infoday.com; or logging on to the ITI Web site at www.infoday.com.

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