

TV/Internet Company INNX Announces Broadcast Services and Content Agreement With Yahoo!

NEW YORK and SAN DIEGO, April 17 /PRNewswire/ -- INNX Inc., a San Diego-based TV/Internet start-up company which provides convergent content and advertising solutions to hundreds of network television affiliates and advertisers in the United States and Canada, today announced a broadcast services and content agreement with Yahoo! Inc. (Nasdaq: **YHOO**), a leading global Internet communications, commerce and media company.

INNX is providing daily consumer-oriented health reports to Yahoo!(R) Health (<http://health.yahoo.com>), Yahoo!'s comprehensive resource for health and fitness news and information. Yahoo!'s 145 million unique users each month worldwide can access INNX's originally produced health stories each day and more than 160 archived health stories. Yahoo!(R) Broadcast (<http://broadcast.yahoo.com>) is delivering the video content in both dial-up and broadband speeds via its own digital distribution network.

"INNX is thrilled to be able to provide Yahoo! with top quality, original and archived health reports," said Dr. Bruce Dan, Former Senior Editor of the Journal of American Medical Association and INNX Board member. "Our relationship with Yahoo! is the perfect way to launch our Global Audience Expansion Plan."

Each 90-second "InterNetwork News" segment, currently reported by former NBC correspondent, Lucky Severson, serves to educate consumers about medical advances. The reports are based on medical journal publications and quickly have become some of the most watched syndicated health reports in the world, with hundreds of millions of viewers per month tuning in through their local TV stations.

"Yahoo! is committed to providing easy access to comprehensive health information through a variety of resources, and video content is a key component," said Michelle Warford, Producer of Yahoo! Health. "We are pleased to complement our site with INNX's health reports, which provide important educational health information."

INNX first launched its programming with NBC stations in August 1999 to drive viewer attention -- through their local news -- to targeted advertisers in the health sector who are unaffiliated with the reports. Following each story, the on-air versions of INNX reports link TV stations with informational dot-com companies who are seeking more effective branding solutions to the high-cost of traditional advertising. INNX is expanding programming to all topics that appeal to consumers and advertisers including Specialty Health, Travel, Law, Fashion, Finance, Sports, Consumer Reports and Animals.

About INNX, Inc.

INNX is a leading provider of convergent content and advertising solutions that bring together traditional broadcasters and their audience with advertisers in a unique portal environment. The company currently transmits its programming through NBC's News Channel feed hub to 210 stations in the United States on a daily basis. INNX recently contracted with leading broadcasters in the Vancouver and Montreal markets, winning the distinction of producing the most watched syndicated health programming in the world. INNX is headquartered in San Diego, California.