

For Immediate Release

# **CNN and Oracle Join Forces to Bring Internet Users a Personalized News service**

## **CNN Custom News Combines the Worldwide News Resources of CNN with Oracle's Powerful Information Management Software**

### **Citibank Named as CNN Custom News' First Charter Sponsor**

ATLANTA, Ga., Jun. 4, 1997 \_At COMDEX/Spring '97 today, CNN, the world's news leader, and Oracle, the market-leading innovator of information management software, announced they have joined forces to launch a personalized news service on CNN Interactive, CNN.com. CNN Custom News, available today free of charge on the Web at CNN.com/CustomNews, allows users to build their own CNN home page, by selecting news headlines and stock, weather and sports data which they are particularly interested in.

CNN Custom News is the first Web site that creates personalized custom news pages, defined and built on demand by individual users. The service delivers news based on an individual's unique preferences, rather than a generalized categorical profile sent to groups of users, like other popular online news services. As the world's only dynamically created, personalized, news service, the site will accept new users incrementally as its popularity grows.

The service utilizes CNN's extensive news resources, including 32 national and international news bureaus, 3,300 experienced news professionals and 600 affiliates worldwide, and more than 100 supplementary publications, magazines and news sources. CNN Custom News relies on leading-edge technology developed by Oracle.

"Every day we are confronted with more news and information than we can handle," said R.E. Turner, Vice Chairman of Time Warner. "CNN Custom News will ensure that Internet users are not overwhelmed by this information. Instead, they can get up-to-the minute news relevant to their interests in a concise format."

"The Internet is the most efficient vehicle for delivering content to large numbers of users in the Information Age," said Lawrence J. Ellison, Chairman and CEO of Oracle Corp. "Consumers are looking for simple, easy and cost-effective ways to receive information on a real-time basis, and Oracle's open, standards-based network computing products are making this possible today."

It was also announced at today's launch that Citibank is the first charter sponsor of CNN Custom News. This arrangement provides Citibank with category exclusivity during its initial 18-month advertising run as well as entitlement of the "Your Money" section, which enables users to access customized financial information.

"At Citibank, our business is built on innovation, trust and global presence," said Edward D. Horowitz, Executive Vice President of Citibank. "This partnership with CNN and Oracle is a natural extension of these principles. It shows how we are always seeking new ways to provide a superior customer experience, especially in electronic banking, where we are a leader in both consumer and corporate

banking."

CNN Custom News is a personalized news and information service on the Web. The service offers users vast amounts of information that can be tailored to individual preferences. In addition, CNN Custom News offers its users the top two news stories from CNN and CNNfn in each main category so they can stay abreast of the day's lead stories. The news sections include U.S. and World News, Business, Your Money, Weather, Sports, Lifestyle, Show Business and Science and Technology. Within these sections there are more than 300 categories, including health, recreation, consumer news and crime.

A special feature of the service, CNN News Stream, is a scrolling ticker that provides breaking news, weather, financial information and sports scores. The CNN News Stream can be detached from the Web browser and put directly on the desktop, to allow continuous news updates.

Another special feature of CNN Custom News is the On-Target "clipping service" which lets users follow particular topics of interest to them when they appear in the news. On-Target allows users the ability to go beyond the predefined topics found in CNN Custom News and seek out articles on these special topics from the large CNN Custom News database.

Oracle software, including Oracle Web Application Server..., Oracler Universal Server, and Oracle ConText... Option, allows CNN Custom News users to design personalized profiles. In addition, Oracle ConText Option performs intelligent news sorting and theme-based searching, assuring that the news received is highly personalized. For example, when looking for articles on sailing, CNN Custom News will eliminate false hits such as "Smooth Sailing for Senate Nominee". Citibank serves consumer, business, governmental and institutional customers around the world from locations in 98 countries staffed with more than 90,000 Citibankers. Citibank is the principal subsidiary of Citicorp, a global financial services company with \$290 billion in assets.

CNN Interactive provides news from around the world with the same accuracy, fairness and speed that viewers expect from all of CNN's news services. The division's products include: the CNN Interactive web sites, which receive more than 25 million page views per week; the CNN Interactive/PageNet pager news and information service, a groundbreaking alliance that delivers up-to-the-minute stories to alphanumeric pagers; and CNN Interactive Intercast programming, the most watched Intercast channel by a 2-to-1 margin.

Oracle Corporation is the world's largest supplier of software for information management, and the world's second largest software company. With annual revenues of more than \$5.2 billion, the company offers its database, tools and application products along with related consulting, education and support services, in more than 145 countries around the world. For more information about Oracle, please contact Oracle's headquarters at (415) 506-7000. Oracle's World Wide Web address is <http://www.oracle.com/>.

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