

Frank,

Thanks for your comments. All I can say at this point is that you will see major changes to Yahoo's sites after the merger with AOL. We will review your feedback along with many other inputs we are getting from our customers and design a site that people will want to visit multiple times daily.

On a personal note, I lived across the street from Southwestern College during the 80s and took many a walk through the campus when my kids were in a stroller. Fond memories. I know the value SWC gives to the community. I hope both are doing as well now as they did then.

Take Care and thanks again for the note.

Lowell

-----Original Message-----

From: Frank Paiano [mailto:fpaiano@swccd.edu]

Sent: Tuesday, February 07, 2017 11:18 PM

To: McAdam, Lowell C

Subject: [E] Dear CEO McAdam, Please take the time to read what users of Yahoo! Finance are saying.

Dear CEO McAdam,

Hello, Sir. My name is Frank Paiano and I teach Introduction to Investments at Southwestern Community College in Chula Vista, California. It is important for you now what users -- soon to be or already ex-users like ourselves -- are saying about what Yahoo! has done to their Yahoo! Finance web sites. For years, the Yahoo! Finance web site was the best free site there was, period. We have used Yahoo! Finance for our class for many years. First Yahoo! destroyed the U.S.A. Yahoo! Finance site. We along with many others started using the Canadian Yahoo! Finance site. Now, Yahoo! has destroyed the Canadian Yahoo! Finance site. If you do not believe me, please take a look at the comments from the feedback site that Yahoo! hosts.

<https://yahoo.uservoice.com/forums/566647-finance-ca>

After Yahoo! destroyed the U.S.A. Yahoo! Finance site, I wrote a letter to Yahoo! about it. One of their representatives contacted me and told me that Yahoo! takes the feedback seriously and asked what I believed should be done. When I said that I and 100% of the users wanted Yahoo! to return to the old Yahoo! Finance site, she told me that that is the one thing they will not do. It is as if they are bound and determined to spit on us users.

Your investment in Yahoo! is your business, CEO McAdam. I wish you much success with Yahoo! but I fear that you have purchased a company that does its best to alienate its users. We have already switched to Google Finance. It is a far, far cry from the old Yahoo! Finance. But it is at least usable and not literally the garbage heap that is the new Yahoo! Finance web site.

Good luck, Sir, with Yahoo! You will need it.

Sincerely,

Frank Paiano

Professor, Business and Technology

Southwestern Community College

Note to CEO McAdam's staff: Please do not sweep this or other messages like this one under the table. CEO McAdam needs to know what the users are saying about Yahoo! Finance. Also, please do not send this message to someone who is going to contact me and tell me how much Yahoo! values its users' feedback and then tell me that they have no intention to change back to the old site. I am already upset enough about losing what was the best finance web site on the Internet.