

Yahoo CEO to announce 'something special' in NYC

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(AP)—Yahoo CEO Marissa Mayer is promising to unveil "something special" Monday in New York as she tries to attract more traffic and advertising to the Internet company.

The Sunnyvale, Calif., company gave no further details Friday other than that Mayer will be discussing a product. Reporters are being invited to attend the 5 p.m. event at a lounge located in New York's Times Square.

Mayer has been emphasizing the need for better [mobile applications](#) and more video since she became Yahoo's CEO 10 months ago after helping to build [Google](#) into the Internet's most powerful company during a 13-year career working there.

Yahoo Inc. has won over investors under Mayer, even though the company's revenue is still barely growing. Yahoo's stock price has risen 69 percent under Mayer's leadership.

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