

Yahoo7 Strengthens Sales Team With Three Key Appointments

Yahoo7 has strengthened its sales team, setting the course for 2016 with a number of key appointments and promotions. Andrea Rule has been promoted into the Head of Strategic Integration role, while Paul Bates's role of National Agency Sales Director, which was a maternity leave position, has now been made permanent. John Campbell-Bruce joins Yahoo7 as Head of Studio.

Paul Sigaloff, Commercial Director for Yahoo7, said, "Andrea and Paul have both contributed significantly to our team, as we continue to focus on delivering unrivalled integrated access to content, native, audience, premium and video advertising across the Yahoo7 network."

"Andrea will be stepping into her new role in the new year, using her intimate knowledge of Yahoo7, our products and our people to create new opportunities across the network. Paul hit the ground running and during the last seven months has made a positive impact to the business on a number of levels, so its great to have his appointment made permanent."

"Yahoo7's Studio team continues to deliver some of the most creative and engaging content in market. In 2016 the team's focus will be to create content aligned to our Mavens (Mobile, Video, Native and Social) strategy and we're looking forward to John adding his own flavour in 2016."

In her new role as Head of Strategic Integration, Andrea will lead strategic integration within the Commercial business. Andrea has been with Yahoo7 since 2011, working across a number of sales roles including National Agency Sales Director, coordinating sales teams across New South Wales, Victoria and Queensland. She brings more than ten years experience in the digital media industry including six years at Mediacom Melbourne as Group Business Director – Digital.

As National Agency Sales Director, Paul manages all of Yahoo7's sales teams across Australia and drives commercial initiatives for our agency partners across the network's digital platforms. He will continue to forge deeper connections with our clients and media agencies delivering media solutions which achieve client's business objectives. Paul brings more than 18 years experience in cross-platform media sales and sales management to the role.

Joining Yahoo7 as Head of Studio, John will lead the in-house studio team to create premium custom advertising solutions for brands to activate across the Yahoo7 network. John will be charged with delivering a range of creative and production services and solutions for advertisers aligned to Yahoo7's Mavens strategy, with tumblr at the centre of this.

All roles will take effect for January 2016. Andrea, Paul and John will all be based in Yahoo7's Sydney office.



ENDS

For further information please call or email:

Jocelin Abbey

Head of Consumer Marketing & PR ANZ

02 8288 4735

jabbey@yahoo-inc.com

Jackie Holt

Red Agency on behalf of Yahoo7

02 9963 7857 / 0422 541 075

jackie.holt@redagency.com.au

About Yahoo7

Yahoo7's mission is to make the world's daily habits inspiring and entertaining. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, anywhere, anytime and across any device. A 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo Inc. (Nasdaq: YHOO), Yahoo7 combines the strengths of Yahoo's global network with Seven West Media's TV, magazine and newspaper brands. In turn, Yahoo7 creates value for advertisers and partners by connecting them with the audiences that build their businesses.