

Yahoo7 bolsters sales team with two senior appointments

Sydney, 1 May 2015: Yahoo7 has bolstered its sales team with the appointments of Paul Bates to the role of National Sales Director and Natalie Grabbe as Head of Sales, Victoria. Natalie will report directly to Paul, while Paul will report to Paul Sigaloff, Commercial Director at Yahoo7.

As National Sales Director, Paul will be responsible for managing all Yahoo7 sales teams across Australia, driving commercial initiatives for all Yahoo7's digital platforms. He will also be tasked with building significant relationships with clients and media agencies to facilitate sales and relationships for Yahoo7.

Paul joins Yahoo7 with more than 18 years experience in cross-platform media sales and sales management in Australia and the UK. He has previously worked at a number of leading publishing platforms, with sales roles at Fairfax Media, Fox Interactive Media and Pacific Magazines.

As Head of Sales, Victoria, Natalie will be tasked with co-ordinating and managing Yahoo7 sales across the state, leading advertisers in the development of multi-media advertising agreements that leverage the power of the Seven West Media Network.

Natalie joins Yahoo7 with more than 10 years sales experience. Most recently, she worked as Agency Group Director at Fairfax Media, where she managed the sales of cross-platform solutions for advertising agencies and clients. She has also held senior roles at Private Media, The Guardian USA & UK and The Age.

Paul Sigaloff, Commercial Director for Yahoo7, said, "Paul and Natalie's appointments come at an exciting time for the commercial business as we bring our refined Yahoo7 Advertising offering to clients. Their extensive experience will strengthen our position in market as we provide unrivalled integrated access to content, native, audience, premium and video advertising."

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For further information please call or email:

Jessica Faull

PR Manager

02 8288 4662 / 0433 760 161

jfaull@yahoo-inc.com



Martin Harkin

Red Agency on behalf of Yahoo7

02 9963 7814 / 0410 710 544

martin.harkin@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.