

Yahoo7 launches new lifestyle destination *Be*, revealing Gina Liano as fourth personality



UNDER EMBARGO: 15 July 2016: Yahoo7 has officially launched its new socially-driven lifestyle and entertainment destination, *Be*, revealing its fourth personality, Gina Liano of *The Real Housewives of Melbourne*, at a launch event last night. Gina joins Scott Gooding, Maz Compton and Ash Pollard as the site's signature content personalities.

The new destination, launched at the David Jones' Ballroom in Sydney, positions Yahoo7's market leading lifestyle and entertainment content under a unified masthead. The lavish event reflected the interactive and personalised nature of the *Be* website with a full size greenhouse featuring bespoke cocktails from Rogue Society Gin, Tito's Handmade Vodka and Fever-Tree mixers, a Möet and Chandon bath tub and a sushi pop up from Saké restaurant.

Yahoo7 is pioneering the integration of social media, personalities, editorial and owned utilities to create a unique market offering. Audiences can look forward to editorial and video content from each personality, including the following videos at launch:

- **Gina Liano**, television personality: *Gina will host a series of 'Judge Gina' and 'Ask Gina' videos, including 'when is it not ok to wear active wear?';*
- **Maz Compton**, 2DayFM radio personality: *Maz will be interviewing a range of celebrities including Alex Perry and The Veronicas;*
- **Ash Pollard**, ex-My Kitchen Rules contestant and television personality: *Taking to the Kitchen, Ash will be showcasing quick and easy 30 minute meals, including her famous peanut butter balls; and*
- **Scott Gooding**, ex-My Kitchen Rules contestant and fitness and health expert: *Scott will share his most delicious celebrity smoothie recipes and provide weekly fitness guides.*

In opening the event, Ed Harrison, CEO of Yahoo7, said *Be* signals a significant milestone in Yahoo7's innovative approach.

"We want to give our audiences the most beautiful and exciting destination to explore engaging and personalised content. *Be* is a one stop shop for the latest inspiring, entertaining and breaking lifestyle content, with new materials daily from Australia's most loved personalities.'



'We know our target audience are 38 per cent more likely* to be interested in hearing from the celebrities' point of view than the general public, so we're thrilled to have four iconic Australian personalities join us to drive *Be* as we embark on this exciting new journey," he said.

Be leverages Yahoo7's unique partnerships and utilities, like Polyvore, delivering a fresh and premium platform. The destination includes Yahoo7's most popular lifestyle verticals: entertainment, travel, fashion, beauty and food. For advertising partners, *Be* offers an entirely new medium to engage and target audiences.

*Yahoo7 *Be* Research. June 2016

ENDS

For further information please call or email:

Peri Wilson

Corporate Affairs & PR Manager ANZ
02 8288 4662 / 0409 888 866
periw@yahoo-inc.com

Peter Lochhead

Red Agency on behalf of Yahoo7
02 9963 7873 / 0423 048 043
peter.lochhead@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.