



## **Yahoo!7 Secures Exclusive Advertising Partnership with HealthEngine**

**Sydney, Australia, April 01, 2014** – Yahoo!7 and HealthEngine today announced a partnership for Yahoo!7 to be the exclusive Australian sales representative for advertising across the HealthEngine website.

HealthEngine is Australia's leading online health directory and appointment booking service and receives more than 500,000 unique visitors every month, with millions of appointments published every year across Australia. The innovative service allows patients to book their health appointments any time of day across any device.

In addition to the advertising partnership, Yahoo!7 Lifestyle will launch a HealthEngine appointment booking service integrated into the Yahoo!7 health destination. Available in the coming weeks, the appointment booking service is natural extension for users on the Yahoo!7 Lifestyle destination who may be looking to further their health related information and services.

Dan Stinton, Director of Business Development and Affiliates, Yahoo!7 said, "We know Aussies head online as part of their research for health inquiries. For advertisers, this deal represents an extension to the eight million Australians already coming to the Yahoo!7 network each month."

"Advertisers now have even more opportunities to reach a health-focused audience in a premium environment. This deal with Health Engine adds to Yahoo!7's growing advertising affiliate strategy," he said.

HealthEngine, Chief Executive Officer, Dr Marcus Tan said, "HealthEngine provides a unique offering by connecting Australians with local health professionals suited to their needs, taking the frustration out of booking their next health appointment. The number of available appointments is growing every month and has seen HealthEngine grow to become one of Australia's leading health destinations," he said.

Advertising opportunities are available now.

## ENDS

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**About Yahoo!7**

Yahoo!7 ([yahoo7.com.au](http://yahoo7.com.au)) is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo! Inc. (Nasdaq: YHOO), Yahoo!7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.