



Yahoo!7 Secures Exclusive Deal With V8 Supercars

Sydney, Australia, November 21 – Yahoo!7 and V8 Supercars today announced a partnership for Yahoo!7 to be the exclusive Australian sales representative for advertising across the V8 Supercars websites.

The deal means Yahoo!7 will represent display and video advertising inventory across V8 Supercar's recently re-designed website. The partnership builds on V8 Supercars strategy to be a leader in sport and entertainment by delivering premier news and information with a focus on premium content, including video, on any device.

Andrea Rule, Head of Sales NSW & QLD, Yahoo!7 said, "We know Aussies love sport and big sporting events. The V8 Supercars websites feature high quality news, information and video content. This is an exciting deal for our sales team; advertisers can already reach up to eight million people each month on Yahoo!7, this means advertisers can extend their audience reach even further through the significant traffic of V8 Supercars websites," she said.

Andrew Hutton, Commercial Director, V8 Supercars commented, "V8 Supercars is one of this country's major sports. We have incredibly passionate followers who are avid consumers of the brand, and in turn support those who choose to support the Championship. Yahoo!7 is the ideal partner for us, we can utilise their national sales capabilities and leverage their digital expertise to connect advertisers and passionate fans from the Yahoo!7 sports network."

This advertising partnership is an extension of an ongoing partnership between V8 Supercars and exclusive broadcast rights on Channel Seven.

Advertising opportunities are available now.

ENDS

For further information please call or email:

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About Yahoo!7

Yahoo!7 (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.