



Yahoo!7 relaunch 7Sport app and serve up live Australian Open updates

Sydney, Australia, January 15, 2014 – Australians can now access all the highlights from the 2014 Australian Open tennis action through the relaunched 7Sport app for iOS.

The new 7sport app allows tennis enthusiasts to access live score notifications plus the latest Australian Open news, end of game and end of match updates, rankings and profiles on all players including Williams, Stosur and Djokovic.

Fans can also personalise their Australian Open experience to receive push notifications of live, upcoming and completed matches so they can stay connected to the more than 100 hours of Seven's summer of tennis.

"Australians love sport and the Australian Open is a major sporting event that naturally extends itself across devices. The 7Sport app represents a unique way for advertisers to extend their audience reach even further and connect with a passionate and engaged audience," said Andrea Rule, Head of Sales, NSW and QLD, Yahoo!7.

To download 7Sport for iPhone and iPad, please visit the iTunes store:

<https://itunes.apple.com/au/app/7sport/id615813228?mt=8>

Yahoo!7 will also deliver 2014 Australian Open editorial coverage on the Yahoo!7 Sport site including live matches, video highlights, photo galleries, the biggest stories and a four screen post-match highlights match centre through FANGO.

Visit Yahoo!7 Sport <http://au.sports.yahoo.com/>

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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.

About 7 Sport

In 2014, Seven is the only broadcast television platform for the Australian Football League, including the AFL Finals Series, the AFL Grand Final and Brownlow Medal, all major horse racing events including The Melbourne Cup Carnival, The Spring Racing Carnival and the Sydney Racing Carnival, the Australian Open Golf, the Australian Open and Wimbledon in tennis, the V8 Supercars Championship including the Bathurst 1000 and the Sydney Hobart Yacht Race.