



Caroline Casey appointed Yahoo!7 Director of Product and Audience

Sydney, Australia, Friday December 6, 2013 – Yahoo!7 today announced Caroline Casey in the newly created role of Director of Product and Audience for Yahoo!7. Caroline joins Yahoo!7 from A+E Networks UK where she held the role of Director of Digital Media.

Caroline has an extensive background in television, editorial and senior management for media companies including CNN International, Turner and Fairfax across Australia, Hong Kong and the UK.

Caroline will be responsible for growing the Yahoo!7 audience and the development and enhancement of its range of consumer products including FANGO, catch-up TV service PLUS7, Flickr, Yahoo!7 Mail and the Yahoo!7 homepage.

The role will join the Yahoo!7 Executive team reporting to Emma Harrington, Acting MD Yahoo!7.

“Caroline’s unique background of developing digital experiences for world-class media companies is a perfect fit for our business. She understands how to take great content and deliver it in a way that makes sense for the audience,” said Emma Harrington, Acting MD, Yahoo!7.

“We’re pleased to have Caroline join the Yahoo!7 business and confident her broad experience across Australia, the UK and Asia will lead the team to deliver even better experiences for our users,” Emma said.

Caroline will commence in the Yahoo!7 business in early February 2014.

ENDS

For further information please call or email:

Amanda Millar
Director of Corporate Affairs and Trade Marketing Yahoo!7 tel: 02 8288 4758
mob: 0407454229
email: millaram@yahoo-inc.com

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.