



Kia Motors and Yahoo!7 Deliver First In FANGO

Australian Media First With Car Giveaway in Social TV App

Sydney, Australia, 18 January, 2013 – Yahoo!7 and Kia Motors Australia today announced an integrated advertising campaign in FANGO which will deliver an exciting Kia brand experience for the Australian Open fans.

Kia Motors Australia, major sponsor of the Australian Open, will leverage the cross-platform advertising opportunities with Australia's leading Social TV app FANGO, through a custom designed 'Kia Big Shot' tennis game.

The cross-platform game integration is a media first in Australia and will see passionate tennis fans compete for a chance to win one of three new Kia cars during the summer tennis tournament.

FANGO users will be able to participate in live polls and trivia synced to what is happening on television, chat with other fans using the app, Facebook and Twitter, see the live scores from all matches and catch up on the latest tennis news including video highlights from each day of the grand slam.

Joshua Martin, Strategic Integration Manager for Yahoo!7 said, "Australians love sport and the Australian Open is a television event that extends itself seamlessly to the second screen. FANGO, which has now been downloaded by over 630,000 Australians, provides a unique way for Kia to connect their brand with a passionate and highly engaged audience in a socially interactive environment."

FANGO is available for download here: au.fango.yahoo.com

The 'Kia Big Shot Game' can also be accessed here: au.sports.yahoo.com/tennis/kia-big-shot/

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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.