



Yahoo!7 boosts national sales team with Senior appointments in VIC and QLD

Sydney, Australia, November 22, 2013 – Yahoo!7 has today strengthened its national sales team with the announcement of two key appointments; Matt Farrington to Group Sales Manager, Queensland and Paul Sanders to Head of Sales, Victoria.

Matt Farrington joins Yahoo!7 with over seven years experience in marketing, advertising and media sales from both client and publisher perspectives. For the past five years he was responsible for driving agency sales across the digital, press and magazine platforms of News Corporation, providing him with a wealth of experience in large-scale campaign planning, execution, analysis, project management and account service.

Paul Sanders brings over nine years of strong digital media experience to Yahoo!7, most recently as Sales Director for Exponential Interactive, providing advertising intelligence and digital media solutions to brand advertisers. Paul's background also includes extensive publisher experience with six years at ninemsn and two at Guardian newspapers.

In their respective regions Paul and Matt will be responsible for managing existing relationships and growing the Yahoo!7 business by providing innovative advertising solutions to clients.

Yahoo!7 Head of Sales for NSW and Qld, Andrea Rule said, "The appointment of Matt to our Queensland team, Paul to our Victorian team and the extensive experience each bring will strengthen Yahoo!7's position in these key regions. I look forward to the exciting opportunities and advertising solutions they deliver to our Queensland and Victorian clients."

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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