



Yahoo!7 and Samsung Announce Partnership

Yahoo!7 launching PLUS7 catch-up TV service on selected Samsung devices.

Sydney, Australia, March 04, 2013 – Yahoo!7 and Samsung today announced a content distribution, technology and commercial partnership in Australia. A range of new Yahoo!7 services and premium content will be available to the millions of Australians who own Samsung GALAXY smartphones and tablets, Samsung Smart TVs, Home Theatre Systems, and Blu-ray players*.

Yahoo!7 is launching its leading PLUS7 catch-up TV service as an application on a number of Samsung mobile devices including compatible GALAXY smartphones and tablets through the Samsung Apps store. This represents the first time a PLUS7 app has been available on any mobile device or tablet and will join Yahoo!7's FANGO, 7News and TV Guide in Samsung Apps.

Joshua Martin, Head of Strategic Integration, Yahoo!7, said "This partnership represents a significant integrated content distribution, technology and commercial deal that allows Samsung and Yahoo!7 to deliver more of what Australians want. We're excited to be working with Samsung to connect Australians with the content they love whenever and wherever they choose."

Kurt Burnette, Chief Sales and Digital Officer Seven Network, said "Seven is the home of Australia's favourite TV shows and now, through PLUS7, for the first time will be available on tablet and mobile devices in partnership with Samsung. We're excited about the opportunity this will give to not only consumers of our content but also our advertising partners"

Arno Lenior, Marketing Director – Corporate, Samsung Electronics Australia, said: "We recognise at Samsung that partnerships with companies like Yahoo!7 complement our hardware leadership. We are committed to offering Australian consumers access to a range of exciting and engaging content so that they get the most from their devices and an exceptional entertainment experience. Samsung is proud to be a company that makes a broad range of products that provide consumers with a truly connected multi-screen experience."

The partnership includes:

- Yahoo!7's apps* including PLUS7, FANGO, 7NEWS and TV Guide available in Samsung Apps.
- PLUS7 is available on selected Samsung 2010, 2011 and 2012 Smart TVs, Home Theatre Systems and Blu-ray Players.

- PLUS7 is available on compatible Samsung GALAXY smartphones and tablets including GALAXY S II, GALAXY S III, GALAXY Note, GALAXY Note II and GALAXY Note 10.1.
- Seven programming including Home & Away, Packed to the Rafters available for the first time on a Samsung device to Australians via IPTV *.
- PLUS7 and 7NEWS will be available preloaded on selected smartphone devices and Samsung GALAXY devices.
- An integrated commercial partnership across the Seven West Media Group will see advertising campaigns run across Channel Seven, 7TWO, 7Mate and Pacific Magazines and the Yahoo!7 Network during 2013.

* Internet connection required. Data and subscription charges may apply. Content is subject to availability.

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For further information please call or email:

Luke Cuell
 PR Manager, Yahoo!7
 tel: 02 8288 4817
 mob: 0449 226 959
 email: cuell@yahoo-inc.com

Jen Crowcroft
 Edelman for Samsung Australia
 +61 (0) 2 9291 3316
 +61 413 487 721
jenny.crowcroft@edelman.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.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in consumer electronics and the core components that go into them. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, medical devices, semiconductors and LED solutions. We employ 227,000 people across 75 countries with annual sales exceeding US\$143 billion. Our goal is opening new possibilities for people everywhere. To discover more, please visit www.samsung.com.