



Yahoo7 expands commercial team with two senior appointments

Sydney, 7 July 2014: Yahoo7 has today bolstered its commercial team with Andrea Rule being promoted to the role of National Agency Sales Director while Ben Green joins the business as Sales Director, Programmatic, DR and Stream. Both roles report to Paul Sigaloff, Commercial Director, Yahoo7.

Andrea takes on the National Agency Sales Director role following more than two years as Head of Sales across Victoria and then NSW and Queensland. Andrea has more than ten years experience in the digital media industry including six years at Mediacom Melbourne as Group Business Director – Digital. In her new role Andrea will be responsible for coordinating and managing all Yahoo7 agency sales teams across the country.

Ben Green will step into the role of Sales Director, Programmatic, DR and Stream for Australia and New Zealand. Ben brings 12 years digital experience to Yahoo7 with roles at Turn, Fairfax Media and Microsoft. His most recent positions include Commercial Director for Australia and New Zealand at Turn and Sales Director at Fairfax.

In this newly created position, Ben will head up the Trading Sales team, focusing on driving results for Yahoo7's Direct Response and Programmatic advertising products, and will be tasked with delivering new advertising solutions, including the introduction of Stream Ads to Australia and New Zealand.

Paul Sigaloff, Commercial Director of Yahoo7 said, "I'm delighted to congratulate Andrea on this well deserved promotion and welcome Ben to the business. These appointments reflect the significant investment Yahoo7 is making to ensure our commercial team remains one of the best in the industry. I'm confident both Andrea and Ben, along with the wider commercial team, will continue to deliver some of the most innovative and effective online advertising solutions to customers."

Andrea's promotion as National Agency Sales Director is effective immediately while Ben joined Yahoo7 last week, both based in the Sydney office.

ENDS



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About Yahoo7

Yahoo7 (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), Yahoo7 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.