



Yahoo!7 Launch Homepage Slide Bar Advertising Format

Sydney, Australia, October 28, 2013 – Yahoo!7 today announced the availability of Homepage Slide Bar, an addition to its range of Yahoo!7 Homepage advertising formats. The new format presents advertisers with greater creative capability, including: wallpaper animation, video, audio and URL click-throughs.

When the user clicks the creative, the Homepage breaks into two separate panels animating as they open, the centre banner below the Homepage header has a slide bar in it that moves left-to-right to reveal a large panel providing more room for advertising messaging while still displaying the Homepage content.

Andy Rule, Head of Sales NSW and QLD, Yahoo!7 said, "Yahoo!7 has a growing audience of over eight million Australians visiting the network every month. The launch of the new Homepage Slide Bar advertising product is in response to increased demand from advertisers for high impact options to increase engagement with their brands."

Peter Clissold, Executive General Manager, Marketing, Nissan said, "Nissan is pleased to be a part of an industry first such as this, as it delivers on our promise of 'Innovation That Excites. The Yahoo!7 Slide Bar homepage takeover is a strong, engaging way to show content to promote our all-new Nissan Pathfinder and we are confident they will deliver a strong message to consumers. Delivering over two minutes of content requires some clever thinking and it's been great to work with Yahoo!7 on this execution."

Homepage Slide Bar is available now for Yahoo!7 Homepage campaigns.

ENDS

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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.