



Introducing Yahoo Livetext - A New Way to Connect
A live video texting app, without audio, for iPhone and Android

Sydney, Australia, 14 August, 2015 - Yahoo7 has today launched Yahoo Livetext, a new one-to-one live video texting app for iPhone and Android. Yahoo Livetext blends the convenience and ease of texting, with the immediacy and vividness of live video.

Yahoo Livetext is a new way to stay in touch - it's non-intrusive, quick and real-time - yet also fleeting, just like real-life conversations. Interactions, from a goofy smile, to an eye roll and a sigh, mean a 'Lol' isn't needed to ensure the meaning of a text message - as real-time reactions are placed at the centre of the conversation. Yahoo Livetext removes audio - so you can share moments and memories anywhere, anytime - without disrupting others.

Caroline Casey, Director of Product and Audience at Yahoo7, "Globally the Yahoo technology teams are dedicated to creating new products that make our audience's daily habits inspiring and entertaining. We're really excited to introduce Livetext, the newest Yahoo app to Australian Smartphone users."

Yahoo Livetext puts your words and your friend's real-time reactions at the centre of your conversation. Combining the emotion and immediacy of live video with the simplicity of text messaging."

Yahoo Livetext will be available in Australia and New Zealand from both the Apple App Store and Google Play Store from today.

ENDS

For further information please call or email:

Jessica Faull

PR Manager

02 8288 4662 / 0433 760 161

jfaull@yahoo-inc.com

Jackie Holt

Red Agency on behalf of Yahoo7

02 9963 7857 / 0422 541 075

jackie.holt@redagency.com.au

About Yahoo7

Yahoo7 is a guide focused on informing, connecting and entertaining our users. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, across devices and around the world. In turn, we create value for advertisers by connecting them with the audiences that build their businesses. Yahoo is headquartered in Sunnyvale, California, and has offices located throughout the Americas, Asia Pacific (APAC) and the Europe, Middle East and Africa (EMEA) regions. For more information, visit the pressroom (pressroom.yahoo.net) or the company's blog (yahoo.tumblr.com).