



Paul Russell Appointed Yahoo7 Director of Technology

Sydney, Australia, Thursday, 16 July 2015 – Yahoo7 has announced the appointment of Paul Russell to the role of Yahoo7 Director of Technology for Australia and New Zealand.

Paul steps into the role with more than 15 years of leadership experience in the digital sector. Most recently, Paul was Managing Director of SoftwareSeni, a software development company focusing on the startup and SMB markets where he rapidly grew the business. Prior to SoftwareSeni Paul held a number of senior technology executive roles, at Salmat, Network Ten and Fairfax Digital.

Ed Harrison, CEO, Yahoo7 said, “I am very pleased to have Paul starting as part of the Yahoo7 Executive Team. Paul is a highly regarded technology executive with an outstanding reputation in the Australian market. Paul brings deep experience in leading and growing technology and digital businesses.”

“Paul will be critical in implementing and delivering on the Yahoo7 strategy focused on mobile, video, native and social. In his role, Paul will work closely with the Yahoo7 product teams and our joint venture partners, Seven West Media and Yahoo Inc. We are confident that Paul will build on the success of our technology by continuing to drive and develop industry leading products to facilitate ongoing growth for Yahoo7.”

Paul will join the Yahoo7 team in mid-August and will be based in the Sydney office.

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About Yahoo7

Yahoo7’s mission is to make the world’s daily habits inspiring and entertaining. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, anywhere, anytime and across any device. A 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo Inc. (Nasdaq: YHOO), Yahoo7 combines the strengths of Yahoo’s global network with Seven West Media’s TV, magazine and newspaper brands. In turn, Yahoo7 creates value for advertisers and partners by connecting them with the audiences that build their businesses.