

Yahoo7 announces new partnership with Sensis

Sydney, 14 July 2015 – Yahoo7 has today announced an advertising partnership with Sensis. Following a competitive tender process, the new agreement will see Yahoo7 become the sales representative for display and programmatic advertising across the Sensis network.

The partnership comes following Sensis' transformation into a predominantly digital business, moving away from its heritage as a traditional directory service to meet the speed and demand of today's market.

Sensis' digital brands include Yellow Pages, White Pages, Truelocal, Whereis and Skip. The Sensis digital agency, Found, gives businesses a competitive edge through websites, data, search engine marketing and optimisation.

Jonathan Steel, Director – Business Development and Partnerships, Yahoo7 said, "We are excited to announce our new partnership with Sensis and have been impressed with their vision for the future. This partnership will give us the immediate chance to showcase our market leading national sales team and programmatic prowess across desktop, tablet and mobile sites."

"Yahoo7 is focused on partnering with companies that share our vision for growth. Sensis houses some iconic brands going through a key period of transformation and whilst ad representation is the first step in our partnership, we are excited about what the future holds. This new collaboration with Sensis will provide significant opportunities aligned to our strategy to drive growth across mobile, video, native and social."

Robert Tolliday, Commercial Director, Sensis said, "Sensis has transformed into the number one marketing services company in Australia and Yahoo7 will be an important partner in our ongoing digital evolution. There are so many opportunities with new technologies, which is where this partnership will allow us to take full advantage of the moving digital landscape."

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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.