



Ed Harrison Appointed Yahoo!7 CEO

SYDNEY, Wednesday 11th December, 2013 – Yahoo!7 today announced that Ed Harrison has been appointed to the role of Yahoo!7 Chief Executive Officer (CEO).

A senior executive with 19 years experience working with leading global, European and Australian media companies Ed joins Yahoo!7 from Fairfax Media where he most recently held the role of Group Sales Director.

“Ed has an outstanding reputation in the Australian market and deep experience in leading and growing media and digital businesses,” said Rose Tsou, Senior Vice President of Yahoo!’s Asia Pacific region and chair of the Yahoo!7 board. “I’m confident that Ed’s deep understanding of the Australian media industry and strong leadership will help drive continued growth for Yahoo!7.”

Kurt Burnette, Chief Revenue Officer, Seven West Media Group said, “Yahoo!7 is a key part of our digital future and therefore it’s critical to have the right person leading the business. We had many discussions with a number of candidates locally and internationally and Ed Harrison met all of the key criteria and dynamic environment, having a fantastic track record on all fronts. We are delighted to have Ed as a key member of the Yahoo!7 and Seven West Media teams.”

Ed replaces Stuart Sayers who will depart Yahoo!7 at the end of January 2014. Emma Harrington will continue as Acting Managing Director until Ed commences in mid-2014.

ENDS

For further information please call or email:

Amanda Millar

Director of Trade Marketing and Corporate Affairs

tel: 02 8288 4758

mob: 0407454229

email: millaram@yahoo-inc.com

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.