

Yahoo7 and Polyvore launch Australian collaboration Global Style Community Integrated Across Yahoo7 Lifestyle and Entertainment Platforms

Sydney, Australia, 4th April, 2016 – Yahoo7 has today announced a local collaboration with leading social shopping site, Polyvore, across its Lifestyle and Entertainment sites.

Polyvore is a shopping site where you can give and get styling ideas from the world's largest style community. It offers partners an unmatched opportunity to create an immersive style experience, by activating trendsetters to bring brands to life.

Polyvore empowers people to express their sense of style by mixing and matching their favorite womenswear, menswear, beauty and home products, into personalised collections or 'sets'. More than 3 million sets are created each month.

The collaboration brings together data and insights for retailers partners, while at the same time bringing to life Yahoo7's Lifestyle & Entertainment fashion offering with engaging audience content.

When interacting with the Yahoo7 platforms, audiences will be served embedded Polyvore collections or sets featuring outfit inspiration and the latest fashion trends, which they can browse and shop instantaneously. The Yahoo7 platforms are premier destinations for the most up to date lifestyle and entertainment content.

Recognising the value of Polyvore's highly engaged digital community of passionate style lovers led Yahoo to acquire Polyvore in 2015. Polyvore strengthens Yahoo's lifestyle vertical through the incorporation of community and commerce, and together Yahoo and Polyvore power native shopping ads that drive traffic and sales to retailers.

Yahoo7 and Polyvore will launch their Australian collaboration with several leading Australian e-commerce retailers already onboard. Additional local retailers will be announced in the coming months.

Polyvore CEO and Co-Founder Jess Lee said "Polyvore's mission is to empower people to feel good about their style. We see this collaboration with Yahoo7 as the next step in creating the best styling and shopping experience for our already significant Australian and New Zealand user community. Now they can discover their new favourite brands or the latest piece to add to their collection, based on personalised, trend-driven content."

Ed Harrison, CEO of Yahoo7, said "We are excited to launch a local collaboration with leading social shopping site, Polyvore. This collaboration will provide a more advanced solution for our advertising and retail partners to better target their consumers, and allow Australian style lovers to purchase the most sought after local pieces."

POLYVORE



To celebrate the launch, Yahoo7 will host Polyvore's CEO and Co-Founder, Jess Lee, and Chief Operating Officer of Polyvore, Arnie Gullov-Singh, for an exclusive Sydney visit in April, 2016.

ENDS

For further information please call or email:

Peri Wilson

Corporate Communications & PR
02 8288 4662 / 0409 888 866
periw@yahoo-inc.com

Rachel Barry

Red Agency on behalf of Yahoo7
+61 (2) 9963 7857 / 0448 216 676
Rachel.Barry@redagency.com.au

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.