

Keeping Australians even closer to their favourite sports

Sydney, 4 May 2015: Yahoo7 has today announced the 7Sport IOS app is now compatible with the Apple Watch and has been designed exclusively to give users handy access to the latest sports updates anywhere and at any time - from their wrist.

The locally-developed 7Sport app features a range of customisable options designed to deliver a seamless experience for users across multiple platforms. Leveraging the unique functionality of the Apple Watch, it offers push notifications to the watch face, delivering match details and live score updates from 7Sport. With personalisation features, the app makes it easier than ever for Australians to stay up to date with live scores and upcoming matches for their favourite teams across AFL, tennis, cricket, A-League and English Premier League football, as well as rugby league and union.

Ed Harrison, CEO of Yahoo7 said, "The Apple Watch opens new doors for us to create even better personalised experiences for our users. For many Australians, checking sport is a daily habit or even a minute-by-minute experience when your favourite team is playing. The 7Sport app will provide audiences with access to the latest sporting updates all at a glance on the Apple Watch.

"As a business, we're committed to finding innovative ways to give Australian audiences more personalised experiences, making it easier to stay connected to what matters most to them, virtually anywhere, anytime and across compatible devices they use most – whether that's mobile, desktop or now via their Apple Watch."

Australians love sport – as recently shown with Yahoo7's huge success of live streaming the Australian Open online and across the 7Sport app. Now the Apple Watch will make it even easier for sport fans to stay close to the action that matters most to them.

ENDS

For further information please call or email:

Jessica Faull
PR Manager
02 8288 4662 / 0433 760 161
jfaull@yahoo-inc.com

Martin Harkin
Red Agency on behalf of Yahoo7
02 9963 7814 / 0410 710 544
martin.harkin@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.