



## Paul Sigaloff Appointed Yahoo!7 Commercial Director

**SYDNEY, Thursday 12<sup>th</sup> December, 2013** – Yahoo!7 today announced that Paul Sigaloff has been appointed to the role of Yahoo!7 Commercial Director reporting to the CEO.

Paul has 16 years experience working in media across print, TV, radio and digital. He joins Yahoo!7 from his role as General Manager Digital and National Sales Director – Fairfax Media.

Paul will be part of the Yahoo!7 executive team and will be responsible for commercial outcomes across display, performance and trading sales teams in addition to the development of new advertising products and offerings, and driving sales best practice.

Emma Harrington, Acting Managing Director of Yahoo!7 said, “We’re pleased to have Paul join us given his strong commercial background across the Australian media industry. We’re confident that Paul will build on the success of our sales teams and help them to deliver even more for our agency partners and advertisers. We welcome him to the team.”

Kurt Burnette, Chief Revenue Officer, Seven West Media Group said, “Paul was a clear choice for the Commercial Director role given his strong reputation and deep relationships in the Australian media industry. Paul’s experience managing large national sales teams within complex sales environments will be an asset to the Yahoo!7 business and more broadly the Seven West Media Group.”

Paul will join the business in Q2 2014 reporting to Emma Harrington, Acting Managing Director until newly appointed CEO Ed Harrison joins in mid-2014.

**ENDS**

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### **About Yahoo!7**

Yahoo!7 ([yahoo7.com.au](http://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.