



Australia's premiere entertainment and lifestyle journalist appointed Head of Be at Yahoo7

Yahoo7 has appointed leading entertainment and lifestyle journalist Lucy Chesterton as Head of Be. As Be continues to grow, Chesterton will spearhead its editorial direction, taking readers to the forefront of breaking entertainment news and must-read lifestyle stories.

Commencing in November 2016, Chesterton brings a wealth of experience from the entertainment and media industries. Joining from The Daily Mail Australia, where she was Assistant Editor (showbiz), Chesterton has appeared on Weekend Sunrise as a parenting and social commentator. Chesterton previously worked as the Executive Editor of Famous magazine, and was an entertainment reporter for Woman's Day and Mornings on Channel 9.

Known for her expertise in breaking entertainment stories, Chesterton plans to continue to grow the Be audience by delivering premium, up-to-the minute entertainment and lifestyle news into the hands of readers.

Be, launched in July 2016, is Yahoo7's socially-driven lifestyle and entertainment destination, driving the daily habits of its growing audience. Yahoo7 is pioneering the integration of social media, personality-led content, editorial and owned utilities with this unique market offering.

Simon Wheeler, Yahoo7 Head of Editorial, said: "I am delighted that Lucy is joining the team at Be. She brings with her a wealth of entertainment contacts, story ideas and a boundless energy that reflects Be's lively personality.

"Lucy will help drive our audience further, putting our unique, socially-led content in front of our growing number of readers and help build this exciting new platform and brand."

Caroline Casey, Director of Product and Audience at Yahoo7, said Lucy brings a new and dynamic voice to Be, and will continue to build it as a compelling offering in market.

"I am personally looking forward to welcoming Lucy into the Yahoo7 team, to fulfil this integral role. Be delivers the latest inspiring personalised content across Australia and is the flagship lifestyle offering within our editorial portfolio. The appointment of Head of Be is a great occasion for the site as we grow our strength in market."

Chesterton said she is excited with the recent release of the new Be app and to be taking the reins at the destination, driving its success.

“At a time when digital media is more important than ever, I’m thrilled to be joining Yahoo7. With the best media brains in our team at Be, I’m looking forward to being at the cutting edge of all the best in entertainment and celebrity news plus the latest in lifestyle from health and beauty to travel. It’s an exciting time to be working for such a renowned brand and I’m looking forward to leading the team into the next chapter.”

Television personality Gina Liano and ex-MKR contestant, Ash Pollard are two of the personalities delivering bites of entertainment to satisfy the nation’s showbiz daily habits.

Chesterton will begin her role on 31 October 2016.

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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.