



Yahoo!7 and Telstra Get Ahead with Native Advertising

Sydney, Australia, February 25, 2014 – Yahoo!7 today announced the availability of its native advertising content solution. Yahoo!7's native advertising solution is a content opportunity that brings together an advertisers' brand with editorial content supported by rich media display advertising to drive user engagement.

Launching with Telstra as the first client, Yahoo!7's specialist team will produce a series of content pieces highlighting and extending Telstra's brand values and campaign messaging across the Yahoo!7 network. The content pieces will be supported by Yahoo!7's suite of advertising products in a way that is natural and relevant to the user experience.

The campaign from Telstra includes a video series titled, *The Fast Track*, produced by Yahoo!7 and leverages well-known Australian identities across industries, including Mia Freedman, David Koch and Michael Klim in an interview format where they discuss their careers to date, their set backs and secrets to success.

Andrea Rule, Head of Sales NSW and QLD, Yahoo!7 said, "Yahoo!7 has been working with advertisers offering native advertising style solutions for several years. We're excited to officially launch our native advertising content solution with Telstra as our launch advertiser and enable its marketers to engage with our growing audience of more than eight million Australians in a way that is relevant, non-intrusive and meaningful to their brand."

"Telstra and Yahoo!7 are closely aligned in their long standing commitment to connecting Australians to the content they love. We look forward to an ongoing successful collaboration with Telstra and telling unique Australian stories," Andrea said.

Andy Bateman, Director of Segment Marketing, Telstra said, "Yahoo!7 will enable us to use the digital medium and access the consciousness of ambitious, career-focussed Aussie consumers for this unique campaign. This campaign signifies Telstra's continued commitment to digital advertising and reaching even more Australians in a premium environment to tell inspiring stories."

Yahoo!7's native advertising solution for Telstra launched on Monday and is running across the Yahoo!7 network including PLUS7.

See The Fast Track series here: <http://au.tv.yahoo.com/plus7/the-fast-track/>

See sponsored article here: <http://au.thehype.yahoo.com/blog/post/-/21395864/the-rich-the-famous-and-the-charitable/>

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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.