



Yahoo7 Appoints Dan Richardson as Head of Data and Targeting

Sydney, November 18 2014: Yahoo7 has today announced the appointment of Dan Richardson as Head of Data and Targeting. Dan will report to Ben Green, Sales Director – Programmatic, Audience and Native Ads, and will manage Yahoo7's portfolio of advertising targeting and data products and partnerships. He will be responsible for driving the Yahoo7 commercial data strategy, building and supporting new ad products and growing the data revenue stream.

Dan comes to Yahoo7 with extensive experience in digital media and advertising sales. Most recently, he was the Digital Director at Mediacom, where he was responsible for defining the digital approach for The Westpac Group. His experience spans digital marketing positions across leading agencies in Australia and overseas, with previous roles at Accuen, PHD and Ten Alps Publishing in London.

Ben Green, Sales Director – Programmatic, Audience and Native Ads, for Yahoo7 said, "We're excited to be welcoming Dan to the Yahoo7 team. He brings extensive experience across search, programmatic and data-driven advertising and will ensure we continue to provide the most innovative and effective products for our advertisers' needs."

"Dan will play a pivotal role in strengthening Yahoo7's market leading position in data, focusing both on our internal product development as well as identifying and managing our partnerships to ensure we continue to offer our clients the best solutions in the industry," said Ben.

Dan will be based in the Yahoo7 Sydney office.

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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.