



Yahoo7 Appoints Stu Stevens as Head of Commercial Partnerships

Sydney, 17 February 2015: Yahoo7 has today announced the appointment of Stu Stevens as Head of Commercial Partnerships. Stu will be responsible for overseeing the business' strategic partnerships to support Yahoo7's commercial objectives across the Australian market. He will report to Jonathan Steel, Director of Business Development and Partnerships.

Stu joins Yahoo7 with more than 10 years experience working in digital marketing and production. He has previously held a number of senior roles with Brand New Media, including Director of Digital Development and Director of Content and Marketing for Cirrus Media.

At Yahoo7, Stu will be tasked with leading the partnerships team to deliver valuable connections with commercial channels, publishers, distribution and technology partners as well as affiliates across the Yahoo7 network.

Jonathan Steel, Director of Business Development and Partnerships, for Yahoo7 said, "Partnerships are a huge priority for Yahoo7 as they enable us to work with other likeminded businesses to leverage each other's strengths and add value for our clients. Stu brings extensive experience in digital and content marketing so I'm very pleased to welcome him to Yahoo7. I look forward to working with Stu as we continue to focus our efforts on collaborating with some of Australia's best businesses across digital, content, sales and marketing."

Stu will be based in the Yahoo7 Sydney office.

ENDS

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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.