



Yahoo7 appoints new Head of Editorial Australia and New Zealand

Sydney, Australia, June 16, 2014 – Yahoo7 has today announced the appointment of Anne Markey to the role of Head of Editorial Australia and New Zealand.

Anne joins Yahoo7 with over 25 years editorial and management experience at Australia's leading media companies including News Corp, SBS and Fox Studios. She has worked across digital, video, and print covering news, finance, entertainment and sport.

As Head of Editorial Australia and New Zealand, Anne will be responsible for overseeing editorial teams and providing strategic direction for content across Yahoo7 and Yahoo New Zealand properties including news, lifestyle, entertainment, travel, finance and sport.

Yahoo7 Director of Product and Audience, Caroline Casey said, "Providing engaging, entertaining and informative content for our audience is at the heart of our business and as such, we continuously strive to enhance our editorial offering across all our media properties.

"In this role, Anne will work closely with editorial teams across Yahoo7 and Yahoo New Zealand and joint venture partners including Australia's number one television network, Channel Seven, to develop content that interests and excites our Australian and New Zealand audiences. Her appointment and our continued investment in editorial will help grow Yahoo7 as the go-to destination for news, lifestyle, entertainment, sport and finance content."

Anne Markey will join the Yahoo7 team mid-July, 2014, based in the Sydney office.

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About Yahoo!7

Yahoo7 (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), Yahoo7 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