



Yahoo7 names new Head of Product for Australia and New Zealand

Sydney, Australia, August 27 2014: Yahoo7 has today announced the appointment of Arul Baskaran to the role of Head of Product for Australia and New Zealand.

Arul joins Yahoo7 with more than 15 years digital and broadcast experience, including almost a decade with the Australian Broadcasting Corporation. Most notably, Arul spent four years as the Head of Online and Multiplatform, overseeing the development of product strategy and delivery of the ABC's online, mobile and IPTV product suite, including the ABC's iView catch-up TV service.

As Head of Product for Australia and New Zealand, Arul will be responsible for the development and implementation of Yahoo7's product suite including the integration and rollout of Yahoo global products as well as the development of local products.

Caroline Casey, Yahoo7 Director of Product and Audience said, "We're continuously looking to innovate and embrace new technologies as we focus on delivering Australia's daily habits. As Head of Product, Arul will also provide strategic direction for this digital innovation and will lead the way in pursuing the most relevant technologies to engage Yahoo7 audiences."

Arul Baskaran joins the Yahoo7 team at the end of September and will be based in the Sydney office.

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About Yahoo7

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.