

Yahoo7 announces InMobi as exclusive mobile advertising network partner

Sydney, 8 July 2014: Yahoo7 has today announced an exclusive mobile publisher partnership with the world's largest independent mobile advertising company InMobi, after a competitive pitch. As Yahoo7's exclusive mobile advertising network partner, InMobi will have access to monetise a select pool of Yahoo7 mobile web inventory.

Paul Sigaloff, Commercial Director, Yahoo7 said, "InMobi continues to show strong growth in mobile advertising making it a great partner for Yahoo7 to ensure we are monetising all of our growing mobile audience."

Yahoo7 will join an extensive network of premium publishing partnerships held by InMobi in Australia, such as NineMSN, Shazam, Mamamia and ESPN.

Richard Knott, Business Development and Operations Director at InMobi Australia and New Zealand, said, "Partnering with Yahoo7 further expands the opportunities InMobi offers advertisers in Australia to access premium mobile audiences at scale."

Yahoo7's sales team will remain the only place to buy sponsorship opportunities, integrated opportunities, in-app inventory and all tablet inventory.

ENDS

For further information please call or email:

Amanda Millar

Director - Trade Marketing and Corporate Affairs
02 8288 4758
millaram@yahoo-inc.com

Natasha Carroll

Red Agency on behalf of Yahoo7
02 9963 7725 / 0412 765 672
Natasha.carroll@redagency.com.au

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.

About InMobi

InMobi enables the world's leading brands, developers and publishers to engage global consumers through mobile advertising. InMobi platforms leverage advances in big data, user behaviour and cloud based architectures to simplify mobile advertising for its customers. Recognised by *MIT Technology Review* as one of the 50 Disruptive Companies of 2013, InMobi is the world's largest independent mobile ad network, engaging 759 million consumers across 165 countries. For more information visit www.inmobi.com.