



Yahoo!7 And Digital Niche Partner To Build Premium Category Ad Network For Australian Advertisers

First to market premium category network launches in Australia

Sydney, 7 May, 2008 – Yahoo!7 and Digital Niche Pty Ltd, an associated entity of Vivid Group Pty Ltd, today announced a strategic partnership which will create a unique ad category network for Australian advertisers.

The resulting premium category network is the first of its kind for Yahoo! globally and reaffirms Yahoo!7's commitment to building Australia's leading partnership network. Under the exclusive agreement, Digital Niche will work with Yahoo!7 to build the most sought after Network of publishers in high demand categories such as Automotive, Travel, Technology and Lifestyle.

Under the Yahoo!7 Publisher Network, Digital Niche, have commenced and will continue to develop a unique vertical publisher network allowing Australian advertisers to target campaigns to the right consumers on the most relevant websites. In a first of its kind, this will not be a blind ad network but will give advertisers full visibility and choice to reach out to the audience of the premium publishers in the Yahoo!7 Publisher Network. In addition, new publishers will continually be added to the Network providing advertisers with a scalable, comprehensive and targeted Publisher Network

Available to Australian advertisers in Q2 2008, this partnership combines Yahoo!7's cutting-edge advertising functionality and Digital Niche's engineering and technical resources to create an industry-leading platform.

This category network will comprise a range of publisher categories, starting strongly in Automotive (including sites for brands such as Aust Land Rover, Rexnet and Oz Honda), Entertainment and Sport, with an intention to also focus on the following areas: Travel, Technology, Finance and Lifestyle.

Markus Barnikel, Head of Strategic Partnerships, Yahoo!7, said: "Yahoo!7 is committed to building Australia's largest and most sought after publisher network, and we're creating a unique forum for advertisers to connect with their consumers through delivery of premium inventory within diverse publisher

categories. Digital Niche is truly an expert in its field and together our partnership leads the way in providing a premium ad network.”

Damian Cook, Managing Director, Digital Niche, added: “We are looking forward to working closely with Yahoo!7 in rolling out this unique network. In responding to the needs of the Australian market and industry, we have created vertical categories for advertisers to choose the most appropriate publishers. More importantly, this is an ongoing process and this expanding inventory will ensure it’s the must buy for all advertisers.”

Yahoo!7 and Digital Niche will look into integrating Yahoo!7 Search and other Yahoo!7 properties, throughout the year.

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About Yahoo!7

Yahoo!7 (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 Network Limited (ASX: SEV) and Yahoo! Inc. (Nasdaq: YHOO), Yahoo!7 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 Digital Niche and Vivid Group:

Digital Niche is an Online Advertising Network aggregating small to medium publishers, helping them monetize their traffic with the most contextually relevant advertising. This delivers the high performance results advertisers seek.

For more information visit www.digitalniche.com.au

The Vivid Group is a leading Australian communications and technology services company. As a Microsoft Gold partner with over 500 clients nationally, we are at the forefront of Digital Media and Application Development innovation.

For more information visit www.vividgroup.com.au

For further information please contact:

Elke Keeley
Snr. Communications Manager, Yahoo!7
tel: 02 8288 4758
mob: 0416 272 669
email: elke@yahoo7.com.au
yahoo7.com.au/mediacentre

Vicki Cook
Mango Communications Pty Ltd
tel: 02 8260 2859
mob: 0405 383 321
email: yahoo7@mangocommunications.com.au