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Truelocal.com.au and Yahoo!7 partner to launch Yahoo!7 Local

Australia's leading local search directory, truelocal.com.au and Yahoo!7, one of the most comprehensive and engaging online destinations for Australian consumers and advertisers, today announced a distribution partnership to launch a new site - Yahoo!7 Local (<http://local.yahoo.com.au>).

Co-branded with TrueLocal, [Yahoo!7 Local](http://local.yahoo.com.au) will put customers in touch with thousands of local businesses across Australia. All content and search results that appear on the Yahoo!7 local site are now powered by TrueLocal.

TrueLocal chief executive, John Allan, said businesses on TrueLocal would benefit greatly from the increased exposure with an extended audience of nearly seven million users visiting Yahoo!7 each month.¹

"Businesses can now reach more than sixty per cent of Australia's active online audience through Yahoo!7 and the News Digital Media family (publisher of [Truelocal.com.au](http://truelocal.com.au)) of sites."²

"We're committed to providing businesses with the best possible reach and helping them connect with millions of consumers across Australia actively looking for products and services everyday online."

"Today's announcement is part of a wider strategy to ensure we deliver clients with the highest levels of return on investment by significantly increasing the number of leads and sales to their business, while delivering customers with an enjoyable user experience," Mr Allan said.

¹ Nielsen NetView, July 2009

² Nielsen NetView, July 2009 – unduplicated audience

Yahoo!7 search general manager, Brett Poole, said users' appetite for local business information online was increasing.

"Our research suggests more and more people are turning to Yahoo!7 Search to find businesses and location information. Now, as part of our agreement with TrueLocal, our users can conveniently access this important information on the Yahoo!7 Front Page and get things done faster."

Yahoo!7 Local can be accessed directly from the Yahoo!7 home page via the top navigation by selecting 'business listings', which will take users through to the relevant search page or from the 'local' navigation on the left hand side of the Yahoo!7 Front Page.

TrueLocal's sales team will be representing Yahoo!7 Local for companies wishing to list within the directory while display advertising on Yahoo!7 Local will be sold by Yahoo!7.

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About TrueLocal

Truelocal.com.au connects consumers with local businesses throughout Australia, and then allows you to share these experiences online with others.

As a leading Australian online business directory, TrueLocal offers:

- Free Business Listings on Yahoo!7 Local Search, Navman, Optus, Vodafone, 3, Virgin Mobile, Virgin Broadband and across the News Digital Media network.
- Free listing tool for local Australian businesses. Businesses are able to create their own local website with the option to add photos, logo's, coupons and videos
- Focuses on finding relevant local businesses so customers can always find exactly what they're looking for.

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.

