

Please detach your election form before posting

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Shareholder communications election form

Please refer to page 127 of our Annual and Corporate Responsibility Report enclosed with this mailing concerning shareholder communications. Subject to the approval by shareholders at the 2007 AGM of the new Articles of Association, you have the following choices.

Option 1 – to receive shareholder documents electronically and to receive an email alert when shareholders documents are published on a website, please register at www.shareview.co.uk.

Option 2 – to receive shareholder documents electronically and receive a letter when shareholder documents are published on a website, you need take no further action.

Option 3 – to receive paper copies of all shareholder documents please tick this box and return this form by 19 August 2007 to Lloyds TSB Registrars.

Please note that if you do not return this form or, if you are electing for Option 1, you do not register online before 19 August 2007 you will be deemed to have selected Option 2 above.

2552-009-9

Shareholder reference

You can change your instructions at any time by writing to Lloyds' TSB Registrars, Worthing, West Sussex BN99 6DA, UK.

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Yell Group plc Annual General Meeting Form of Direction

reference number

card identity

account number

**To: Hill Samuel ESOP Trustees Limited
As Trustee of The Yell Group Share Incentive Plan ('Plan')**

I request and authorise you to vote as indicated below, in respect of all shares held on my behalf under the Plan, at the Annual General Meeting of Yell Group plc to be held on 19 July 2007 at 11.00am, and at any adjournment thereof.

Please indicate how you wish the Trustee to vote on each resolution, by completing the appropriate boxes with 'X'.

Annual General Meeting

Ordinary Resolutions

- | | For | Against | Vote withheld |
|---|--------------------------|--------------------------|--------------------------|
| 1 That the reports of the directors and auditors, and the audited accounts be received and considered | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 That the final dividend be declared and approved | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 That the directors' remuneration report be approved | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 That John Condron be re-elected as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 That John Davis be re-elected as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 That Lyndon Lea be re-elected as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 That Lord Powell of Bayswater be re-elected as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 That Robert Scott be re-elected as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 That John Coghlan be re-elected as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 That Joachim Eberhardt be re-elected as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 That Richard Hooper be re-elected as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 That Tim Bunting be elected as a director | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- | | For | Against | Vote withheld |
|--|--------------------------|--------------------------|--------------------------|
| 13 That PricewaterhouseCoopers LLP be re-appointed Auditors | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 That the directors be authorised to determine the Auditors remuneration | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 That the authorised share capital of the Company be increased | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 That the directors be authorised to allot relevant securities under s80 of the Companies Act 1985 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 That the Company and Yell Limited each be authorised to make donations to EU political organisations and incur EU political expenditure | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Special Resolutions

- | | | | |
|--|--------------------------|--------------------------|--------------------------|
| 18 That the new Articles of Association of the Company be adopted | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 That the directors be authorised to disapply statutory pre-emption rights | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 That the Company be authorised to purchase its own shares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Signature

Date

Notes:

- Before completing this Form of Direction please read the notes in the Notice of Annual General Meeting.
- This Form of Direction is not to be regarded as an invitation to the Annual General Meeting.
- To be valid, this Form of Direction must be returned to Lloyds TSB Registrars, Freepost SEA 10846, Worthing, West Sussex BN99 6ZL to arrive no later than **5.00pm on Friday 13 July 2007**. If you prefer you may return this Form of Direction in an envelope to the same address.
- Participants may submit their directions electronically at www.sharevote.co.uk using the reference numbers on this form.
- The 'vote withheld option is to enable you to abstain on any of the specified resolutions. Please note that a 'vote withheld' has no legal effect and will not be counted in the votes 'For' or 'Against' a resolution.
- If no instruction is given in respect of any resolution, the Trustee **will not vote** in respect of shares held on your behalf.

BUSINESS REPLY SERVICE
LICENCE NO. SEA 10846

Lloyds TSB Registrars
Freepost SEA 10846
Worthing
West Sussex
BN99 6ZL
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