

Notice of Annual General Meeting

This Notice of Annual General Meeting is important and requires your immediate attention. If you have any doubt as to the action you should take, you are recommended to seek your own personal financial advice from your stockbroker, bank manager, solicitor, accountant or other financial adviser authorised under the Financial Services and Markets Act 2000. If you have sold or otherwise transferred all your ordinary shares in Yell Group plc, please send this document, together with the accompanying documents to the purchaser or transferee, or to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee.

Notice is hereby given that the 2007 Annual General Meeting of Yell Group plc ('the Company') will be held at The Plaisterers Hall, No. 1 London Wall, London, EC2Y 5JU on Thursday 19 July 2007 at 11.00am to consider the following resolutions:

Ordinary Resolutions

Resolution 1

That the report of the directors and auditors, and the audited accounts of the Company, for the year ended 31 March 2007 be received and considered.

The directors are required by law to present to the shareholders of the Company at a general meeting the report of the directors and auditors, and the audited accounts of the Company, for the year ended 31 March 2007. The report of the directors and the audited accounts have been approved by the directors, and the report of the auditors has been approved by the auditors, and a copy of each of these documents may be found in the Annual Report of the Company starting at page 64.

Resolution 2

That the final dividend of 11.4 pence per ordinary share in the Company recommended by the directors be declared and, if approved, payable on 27 July 2007 to holders of ordinary shares in the Company registered at the close of business on 29 June 2007.

It is a requirement of law that the final dividend for the year ended 31 March 2007 be approved by the shareholders of the Company. The amount to be declared as a final dividend may not exceed the amount recommended by the directors.

Resolution 3

That the report on the remuneration of directors for the year ended 31 March 2007 be approved.

The Directors Remuneration Report Regulations 2002 require companies to include certain specified information on the remuneration of their directors for each financial year in a report and to give their shareholders an opportunity to approve such report. The report on the remuneration of the directors of the Company for the year ended 31 March 2007 may be found in the Annual Report of the Company starting at page 66.

Resolution 4

That John Condron be re-elected as a director.

Resolution 5

That John Davis be re-elected as a director.

Resolution 6

That Lyndon Lea be re-elected as a director.

Resolution 7

That Lord Powell of Bayswater be re-elected as a director.

Resolution 8

That Robert Scott be re-elected as a director.

Resolution 9

That John Coghlan be re-elected as a director.

Resolution 10

That Joachim Eberhardt be re-elected as a director.

Resolution 11

That Richard Hooper be re-elected as a director.

Resolution 12

That Tim Bunting be elected as a director.

As a matter of best practice, all of the directors of the Company believe that they should retire and submit themselves for re-election at the 2007 Annual General Meeting. As Tim Bunting is a new appointment, shareholder approval to his election to the Board is required at the 2007 Annual General Meeting, the first such meeting since his appointment.

Biographical details of all of the directors of the Company may be found in the Annual Report of the Company starting at page 62.

Resolution 13

That PricewaterhouseCoopers LLP be re-appointed Auditors of the Company to hold office until the conclusion of the next general meeting of the Company before which accounts are laid.

The Auditors are responsible for examining the annual accounts of the Company and forming an opinion as to whether they give a true and fair view of its results and financial position. It is a requirement of law that the Company appoint auditors at each meeting at which accounts are presented to its shareholders, such appointment to continue until the next meeting at which accounts are presented.

Resolution 14

That the directors be authorised to determine the remuneration of the auditors.

This resolution gives the directors of the Company the authority to determine the remuneration of the auditors for the audit work to be carried out by them in the next financial year. The amount of the remuneration paid to the auditors for the next financial year will be disclosed in the next audited accounts of the Company.

Resolution 15

That the authorised share capital of the Company be and is hereby increased from £9,363,200 to £10,403,200 by the creation of an additional 104,000,000 ordinary shares of 1 pence each.

It is proposed to increase the authorised share capital of the Company by the creation of 104,000,000 ordinary shares of 1 pence each, so that the capital of the Company is increased from £9,363,200 to £10,403,200, divided into 1,040,320,000 ordinary shares of 1 pence each representing a 11.1 per cent increase in the Company's authorised share capital. This increase is to provide the Company with sufficient headroom to issue new shares to the full amount allowed by the usual shareholder authorities for the issuing of new shares.

Resolution 16

That the directors be generally and unconditionally authorised under section 80 of the Companies Act 1985 to exercise all the powers of the Company to allot relevant securities (as defined in that Act) up to an aggregate nominal amount of £2,597,497.93 if resolution 15 is passed or £1,569,926.88 if resolution 15 is not passed. This authority will expire at the conclusion of the next Annual General Meeting or, if earlier, 15 months from the date of this resolution. However, before this authority expires, the Company may make an offer or agreement which would or might require relevant securities to be allotted after the authority expires and the directors may allot relevant securities under any such offer or agreement as if the authority had not expired.

Section 80 of the Companies Act 1985 provides that the directors of a company cannot issue new shares in its capital without the approval of its shareholders. Accordingly, the purpose of this resolution is to give the directors of the Company authority to issue new shares in the capital of the Company up to a maximum amount of £2,597,497.93 which is approximately equivalent to 33.3 per cent of the issued ordinary share capital of the Company as at 4 June 2007. If resolution 15 is not passed, this resolution will give the directors authority to issue new shares in the capital of the Company up to a maximum amount of £1,569,926.88 which is approximately equivalent to 20 per cent of the issued share capital of the Company as at 4 June 2007. This resolution will allow the directors of the Company flexibility to act in the best interests of the Company and its shareholders by issuing new shares in appropriate circumstances.

Resolution 17

That in accordance with Part XA of the Companies Act 1985 the Company, and Yell Limited (being a wholly-owned subsidiary of the Company), each be and is authorised:

- to make donations to EU political organisations not exceeding £100,000 in total
- to incur EU political expenditure not exceeding £100,000 in total, during the period beginning with the date of the passing of this resolution and ending on the date of the next Annual General Meeting. For the purpose of this resolution, the phrases 'donations', 'EU political organisations' and 'EU political expenditure' have the meanings given to them in section 347A of that Act.

The Companies Act 1985 includes provisions which require companies to obtain authority from their shareholders before they can make 'donations' to EU political organisations or incur 'EU political expenditure'. The definitions of 'donations' and 'EU political expenditure' are very broad and, as a result, may cover activities which form part of the normal non-partisan relationships between companies and the political world, even though these activities are not designed to support a particular political party or to influence support for any political party, and would not be thought as political donations in the ordinary sense of the word.

The Company does not, directly or through any of its subsidiaries, make donations to any political parties and the Company does not have any intention of doing so in the future. However, operating as we do in a regulated environment, we have a business need to maintain contact with politicians and political parties within the EU to make them aware of key issues affecting the Company and its subsidiaries, and the industry in which the Company and its subsidiaries operate. This can involve, for example, involvement in seminars and functions to which politicians may be invited and sponsoring meetings at political parties' conferences. Accordingly, in common with other companies, the Company is seeking the approval of its shareholders, on a precautionary basis so as to avoid contravening the Companies Act 1985, to incur a level of expenditure to cover all of these activities.

Special Resolutions

Resolution 18

That the Articles of Association in the form produced to this Annual General Meeting and initialled by the Chairman for the purposes of identification be adopted as the new Articles of Association of the Company in substitution for, and to the exclusion of, the existing Articles of Association.

The new Articles of Association that are proposed reflect amendments to company law made by those provisions of the Companies Act 2006 which came into effect in January and April 2007. In summary, these changes are to:

- a permit the Company to communicate with its shareholders electronically as prescribed in the Companies Act 2006;
- b replace the references to section 212 of the Companies Act 1985 with section 793 of the Companies Act 2006 in respect of the Company's powers to investigate its' shareholder register; and
- c delete the provisions relating to section 293 of the Companies Act 1985 to reflect the repeal of this section and removal from company legislation of an upper age limit of 70 years for directors.

The key change so far introduced by the Companies Act 2006 is the ability for companies to use website communication with its shareholders as the default position. The Company will be able to ask each individual shareholder for their consent to receive communications from the Company via its website. If the shareholder does not respond to the request for consent within 28 days, the Company may take that as consent to receive communications in this way. When the Company places a document on its website, it must notify each shareholder who is receiving documents via the website that the document has been made available on its website. A shareholder who has received a document electronically can ask for a hard copy of the document at any time and shareholders may also revoke their consent to receive electronic communications at any time. This new regime, while continuing to ensure that shareholders are able to receive communications and documents in hard copy if that is their preference, will enable the Company to take advantage of the efficiencies and cost savings inherent in electronic communications to a greater extent than is currently possible.

With effect from 1 October 2007, the Companies Act 2006 will reduce the statutory notice periods for general meetings. Except for annual general meetings which will continue to require 21 days' notice, all other general meetings may be held on 14 days' notice irrespective of whether or not a special resolution is to be proposed at the relevant meeting. We are proposing to amend our Articles of Association to reflect this relaxation in the law.

The Government has announced that it intends to bring into force the remaining provisions of the Companies Act 2006 in various stages in October 2007, April 2008 and October 2008.

It is anticipated that shareholders may be asked to approve further changes to our Articles of Association during the course of the next two annual general meetings as may be necessary.

In addition, since our Articles of Association were adopted in 2004, the Companies Act 1985 has been amended to provide for a relaxation of the prohibition against the granting of directors' indemnities. This change to company law came into force on 6 April 2005. It is proposed to use this opportunity to amend our Articles of Association to reflect the new provisions under the Companies Act 1985.

Under the old law, subject to certain exceptions, provisions in the articles of association of a company or in any contract with a company were void if they sought to exempt a director, the company secretary or its auditors from liability, or indemnify such an officer or auditor against any such liability, for negligence, default, breach of duty or breach of trust.

The changes to the Companies Act 1985 mean that (i) companies will not be permitted to indemnify a director of another company in its group if the indemnity would be unlawful if it was given by the Company of which the individual is a director; (ii) the restrictions only apply to directors and not to 'officers'; (iii) in the case of liabilities arising from actions brought by third parties, both the costs (of the director and of the third party) and any damages may, subject to certain exclusions, be paid by the Company even if the judgement goes against the director; (iv) in the case of liabilities owing to the Company, the Company will not be able to indemnify a director against damages awarded to the Company itself but may pay directors' defence costs as they are incurred (although a director would be liable to repay his defence costs if his defence was to be unsuccessful); (v) companies will not be permitted to indemnify directors against criminal fines, fines by regulators or the legal costs of successful criminal proceedings against directors; and (vi) indemnities permitted by the new provisions must be disclosed in the directors' report on the annual accounts and made available for inspection at the Company's registered office.

It is proposed that our Articles of Association be amended to reflect this change to company law. The proposed amendment is a permissive power that tracks the wording of the new provisions of the Companies Act 1985 and allows the Company to indemnify its directors subject to those provisions.

Resolution 19

That, provided resolution 16 is passed, the directors be authorised under section 95 of the Companies Act 1985 to allot equity securities (as defined in section 94 of that Act) for cash pursuant to the authority conferred on them by resolution 16, or where such allotment constitutes the allotment of equity securities by virtue of section 94(3A) of that Act, as if section 89(1) of that Act did not apply to any such allotment. This authority is limited to:

- a allotments connected to a rights issue to holders of ordinary shares in the Company (excluding any ordinary shares held by the Company as treasury shares) where the rights of each such holder are, as nearly as may be, proportionate to the number of ordinary shares held by such holder. The directors may exclude certain shareholders, deal with fractions and generally manage the rights issue as they think fit; and
- b the allotment (other than pursuant to sub-paragraph (a) above) of equity securities up to an aggregate nominal value of £389,663.

This authority will expire at the conclusion of the next Annual General Meeting or, if earlier, 15 months from the date of this resolution. However, before this authority expires, the Company may make an offer or agreement which would or might require equity securities to be allotted after the authority expires and the directors may allot securities under any such offer or agreement as if the authority had not expired.

Section 89 of the Companies Act 1985 gives existing shareholders in a company certain pre-emption rights with respect to allotments of new shares. A company can only disapply these rights with the approval of its shareholders. Accordingly, the purpose of this resolution is to allow the directors of the Company to allot ordinary shares in the Company for cash, or to transfer treasury shares for cash, other than to its existing shareholders on a pre-emptive basis up to a maximum amount of £389,663 which is equivalent to 5 per cent of the issued ordinary share capital of the Company as at 4 June 2007 and is in line with the recommended guidelines issued by institutional investor bodies.

Resolution 20

That, pursuant to Article 20 of its Articles of Association, the Company be generally and unconditionally authorised to purchase its own fully-paid ordinary shares in the Company by way of market purchases (within the meaning of section 163(3) of the Companies Act 1985) provided that:

- a the maximum number of ordinary shares in the Company that the Company may purchase is 77,932,731;
- b the minimum price that the Company may pay for an ordinary share in the Company is 1.00 pence;

- c the maximum price which the Company may pay for an ordinary share in the Company shall be the higher of:
 - i) an amount equivalent to 105 per cent of the average of the middle market quotations for an ordinary share in the Company (as set out in the Daily Official List published by London Stock Exchange) for the five business days immediately before the day on which the Company agrees to purchase ordinary shares in the Company
 - ii) the higher of the price of the last independent trade and highest current independent bid on the London Stock Exchange Trading System (SETS – the trading venue where the purchase is carried out); and
- d this authority will expire at the conclusion of the next Annual General Meeting or, if earlier, 15 months from the date of this resolution. However, before this authority expires, the Company may agree to purchase ordinary shares in the Company where the purchase will or may be completed, either fully or partly, after the authority expires and the Company may purchase such ordinary shares as if the authority had not expired.

The directors consider, in certain circumstances, that it may be appropriate and in the best interest of shareholders generally for the Company to purchase its own shares. This resolution gives authority for the Company to purchase up to 77,932,731 ordinary shares which is approximately equivalent to 10 per cent of the issued share capital of the Company as at 4 June 2007. The directors have no specific plans to exercise any authority granted by this resolution in the future, but will keep the matter under review and will only make purchases where, in the light of prevailing market conditions, they consider it will result in an increase in earnings per ordinary share in the Company.

The total number of options to subscribe for ordinary shares in the Company outstanding as at 4 June 2007 was 25,110,416. This represents 3.22 per cent of the issued ordinary share capital of the Company at that date. If the Company were to buy back the maximum number of shares permitted pursuant to the passing of this resolution and cancel them, then the total number of options to subscribe for shares in the Company outstanding as at 4 June 2007 would represent 3.58 per cent of the reduced issued ordinary share capital of the Company.

The Companies (Acquisition of Own Shares)(Treasury Shares) Regulations 2003 (which came into force on 1 December 2003) enable companies to retain any of their own shares they have purchased as treasury shares with a view to their possible re-issue at a later date, rather than cancelling them as the law previously required. The Company will consider holding any of its own shares that it purchases pursuant to this resolution as treasury shares, which will give the directors flexibility in the management of the capital base of the Company. No dividends will be paid on treasury shares while held in treasury, and no voting rights will attach to them.

The directors of the Company consider that all the proposals to be considered at the Annual General Meeting are in the best interests of its shareholders as a whole and they recommend that you vote in favour of them.

Only holders of ordinary shares in the Company on the Register of Members of the Company at 11am on 17 July 2007 are entitled to attend and vote at the Annual General Meeting. A holder of ordinary shares in the Company entitled to attend and vote at the Annual General Meeting is entitled to appoint a proxy or proxies to vote on his behalf. A proxy need not be a shareholder of the Company.

Electronic proxy appointment through CREST

CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the Annual General Meeting to be held on 19 July 2007 and any adjournment(s) thereof by using the procedures described in the CREST Manual. CREST Personal Members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.

In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a 'CREST Proxy Instruction') must be properly authenticated in accordance with CRESTCo's specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or to an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID 7RA01) by 11am on 17 July 2007. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.

CREST members and, where applicable, their CREST sponsors or voting service providers should note that CRESTCo does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting

service provider(s), to procure that his CREST sponsor or voting service provider(s) take(s) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.

The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.

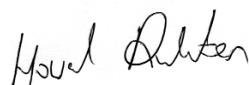
Documents

The following documentation is available for inspection during business hours at the registered office of the Company on any weekday (not including public holidays). They will also be available for inspection at the Annual General Meeting venue, from 9.30am until the meeting concludes:

- Register of interest of directors (and their families) in the share capital of the Company
- Copy of all service contracts between the directors and the Company
- Copy of the existing and proposed new Articles of Association of the Company
- Printed copies of this Notice of Annual General Meeting and the Company's Annual Report 2006/7

Further copies of the Company's Annual Report can be sent to shareholders on request, or viewed on the Company's website at www.yellgroup.com.

By order of the Board



Howard Rubenstein

Company Secretary
5 June 2007

Registered Office:
Queens Walk, Reading
Berkshire RG1 7PT
Registered in England and Wales No.4180320