



12 October, 2009

Yell Group plc
Board Appointment

The Board of Yell today announces that Toby Coppel has been appointed an independent Non Executive Director with immediate effect.

Toby (aged 37) was, from April 2007 to December 2008, Managing Director of Yahoo! Europe. He joined Yahoo! in 2001 as Senior Vice President, Corporate Development. He was Chief Strategy Officer from 2006 to 2007.

Toby holds an MA in Philosophy, Politics and Economics from Oxford University and an MBA from Harvard Business School. He started his career in 1993 as a Financial Analyst at Goldman Sachs, focusing on media and technology companies. He joined Allen & Company, a merchant bank, in 1997 advising various technology, media and entertainment companies on their internet strategies and made direct investments in early-stage internet businesses. In 2000, he was a Founding Partner of Windsor Media, a private investment company for media businesses.

Married with three children, Toby lives in England. He is an Industry Fellow of the Oxford Internet Institute and a Henry Crown Fellow of The Aspen Institute.

Bob Wigley, Chairman of Yell, said: "We're delighted that Toby, with his obvious media and internet credentials, is joining our board. His impressive track record of working in successful media and high growth internet businesses is highly relevant as Yell's rapidly growing online operations become an increasingly large part of our Group."

Ends

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