



October 4, 2010

Yell Group plc ("Yell" or "the Group")

Appointment of Chief Financial Officer

The Board of Yell today announces that Tony Bates has been appointed as an Executive Director with effect from 1 November 2010 and will become Chief Financial Officer of the Group on November 22, 2010, following the announcement of Yell's second quarter results on 9 November 2010.

Until the end of July this year, Tony, (aged 54) was Chief Operating Officer of Colt Group S.A., the pan-European business telecoms operator. He worked with Colt in 2003, joining the Board in May 2004. Tony was responsible for the Colt finance function from 2003 to 2009. During this period, together with the CEO, he was instrumental in turning around the business from material cash burn to being cash generative, debt free and profitable, with a track record of steadily increasing earnings.

Prior to Colt, Tony was with EMI Group from 1990 to 2002, becoming Executive Vice President and CFO of EMI Recorded Music in 1998, and additionally Group Finance Director in 2000. Previously, he worked with Storehouse as Finance Director of Habitat UK and with Philip Morris as Financial Controller of the UK company. He was a Non Executive Director of Mitchells & Butlers plc until January 2010.

Tony took a BSc in Management Sciences at Manchester University in 1977. He is a Fellow of the Institute of Chartered Accountants in England and Wales, qualifying with Arthur Andersen in 1980.

Bob Wigley, Chairman of Yell, said: "We are delighted to welcome Tony. He emerged from a strong candidate field as our clearly preferred choice and brings to Yell just the right track record of financial, operational and strategic insight, experience and achievement with a range of substantial quoted public companies. We are also ensured of a seamless transition with John Davis remaining with the Group to facilitate Tony's familiarisation period."

Tony Bates said: "I am excited to be joining Yell. Yell is a high quality organisation, which meets a fundamental business need. It has by far the leading brand and position in its markets, both online and in print. It's profitable and very strongly cash generative. All this stands Yell in very good stead and, in particular with a return of business confidence, I see the opportunity for the Group to prosper considerably."

No other information is required to be disclosed pursuant to paragraph LR 9.6.13R of the Listing Rules of the Financial Services Authority in relation to Tony's appointment as a Director of Yell.

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