



February 15, 2011

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

Appointment of Chief Operating Officer

Today Yell announces that Mark Payne has joined the Group in the new role of Group Chief Operating Officer beginning 14 February, 2011, reporting in to the Group CEO. Mark will be responsible for the Company's day to day activities at Group level, including supply chain, information technology, procurement, facilities, customer services, call centre operations and processes.

From July 2006 until December 2010, Mark was Vice President, Worldwide Operations of Linksys, the home networking division of Cisco Systems. Prior to this, from May 2003 to September 2005, Mark was Vice President, Operations of the Polaroid Corporation responsible for all of Polaroid's supply chain activities worldwide. He joined Polaroid from SymphonyRPM, an enterprise software solutions company, where he was Director Product Development from October 2002 to March 2003. In 1998, he joined Compaq Computer Corporation as Director, responsible successively for North American Operations, Commercial Direct Initiative, and then Customer to Cash Integration to support the merger of HP and Compaq. Between 1991 and 1998, Mark worked with Uncle Ben's/M&M Mars, becoming Operations Planning Manager.

In 2006, Mark published his book, *Make the Numbers, Don't Chase the Numbers*, setting out a simple structure that allows all departments in a business to work together with a common set of numbers, structure and language. Mark holds a Bachelor of Business Administration in Quantitative Business Analysis and Marketing from Baylor University in Waco, Texas.

Mike Pocock, Group CEO of Yell, said: "I am delighted Mark is joining us. He has formidable skills and experience in realigning organisations, integration and the management of supply chain activities, including logistics, procurement, forecasting and planning, information technology, call centres and facilities. He complements Yell's strong team and will help make a big difference as we transform Yell's business model group-wide."

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About Yell

Yell offers quality business leads and marketing solutions to small and medium sized enterprises in the UK, US, Spain and some countries in Latin America through an integrated portfolio of simple-to-use, cost effective advertising. Yell's products are available through printed, online, telephone and mobile based media.

In the year ended 31 March 2010, Yell published 105 directories in the United Kingdom, 1,002 in the United States, and 86 Paginas Amarillas directories in Spain. In the United Kingdom, where it is a leading provider in the classified advertising market, it served 335,000 unique advertisers. In the United States, where it is the largest independent classified directory publisher, it served 546,000 unique advertisers. In Spain, the Paginas Amarillas directories served 253,000 unique advertisers. The Latin American operations served over two hundred thousand unique advertisers.

Yell's principal brands include: in the United Kingdom - Yellow Pages, Yell.com and 118 24 7; in the United States - Yellowbook and Yellowbook.com; and in Spain - Paginas Amarillas and PaginasAmarillas.es.