



September 24, 2010

Yell Group plc ("Yell")

Board Appointment

The Board of Yell today announces that Kathleen Flaherty has been appointed as an independent Non Executive Director with effect from 1 October 2010.

Kathleen is currently a Non Executive Director of Inmarsat plc, a position she has held since 2006. Kathleen was Chief Marketing Officer of AT&T Corporation from 2004 to 2005 with full marketing responsibility including product, pricing, promotion and placement. She was President and Chief Operating Officer of Winstar International from 1998 to 2001 and held a variety of roles at MCI Communications Corporation from 1981 to 1998. She was associated with BT Group plc, first as Senior Vice President of Worldwide Sales and Marketing for Concert (a BT and MCI joint venture) from 1993 to 1995, then as Marketing Director for BT Business from 1995 to 1997.

Kathleen was an independent, Non Executive Director of CMS Energy and its subsidiary, Consumers Energy from 1995 to 2004, and an independent director of Gentek Inc from 2003 to 2009 and a Non Executive Director of Marconi Corporation plc from 2003 to 2006. Married with two children, Kathleen lives in Round Hill, Virginia outside Washington, DC. She graduated from Northwestern University, Evanston, Illinois, with a Ph.D. in Industrial Engineering and Management Sciences.

Bob Wigley, Chairman of Yell, said: "We are delighted to welcome Kathleen. Her breadth of experience spanning technical, financial and sales and her deep marketing skills will complement and strengthen our Board."

Board Retirement

The Board of Yell also announces today that Joachim Eberhardt, who has served as a Non Executive Director since July 2003, has given notice of his intention to retire from the Board of Yell with effect from 28 February 2011.

Bob Wigley said: "Joe has made an invaluable contribution to the Board during his time with Yell. We all thank him for his contribution and we wish him the very best as he pursues his other plural interests."

Ends

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