



November 30, 2010

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

Board Change

Following its announcement that John Davis, former Chief Financial Officer of Yell, would be leaving the Group to pursue a new direction in his career once his successor was in place, the Board of Yell announces that John Davis is stepping down from the Board and will be leaving the Group today, 30 November 2010.

Enquiries:

Yell – Investors

Rob Hall
Tel: +44 (0)118 358 2838
Mobile: +44 (0)7793 957848

Yell - Media

Jon Salmon
Tel: +44 (0)118 358 2656
Mobile: +44 (0)7801 977340

Citigate Dewe Rogerson

Anthony Carlisle
Tel: +44 (0)20 7638 9571
Mobile: +44 (0)7973 611888

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. Our products are available through printed, online, telephone and mobile based media. 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 - PaginasAmarillas.es.

www.yellgroup.com