



For Immediate Release

3 January, 2012

Yell Group Plc (“Yell”)

Yell appoints Matt Anderson to new role of Chief Strategy and Business Development Officer

Yell today announces the appointment of Matt Anderson to the new global role of Chief Strategy and Business Development Officer. Matt will provide leadership for Yell’s corporate strategy and business development for strategic partnerships. His focus will be on driving the Group’s continuing digital transformation to become a leader in the emerging local eMarketplace. At the core of his role, will be building key global and strategic partnerships and working closely with Yell’s digital team to develop new digital solutions and products, as well as incubating new businesses with global potential.

Matt joins Yell from Booz & Co. where, as a Partner in the consumer media and digital practice, he led cutting edge work in the EU, UK and US, helping companies adopt and create business value from the latest digital and technology trends in eCommerce, social media, mobile, and digital media and marketing. He has worked with leading media, marketing and SME technology providers, and eCommerce companies at the highest levels on major strategic transformations. Most recently, he was senior adviser on the Booz team that worked with Yell to develop and implement the Group’s new business strategy that was launched last summer.

Mike Pocock, Chief Executive Officer of Yell Group, said: “Matt played an instrumental role while working at Booz on the development of Yell’s new business strategy and was closely involved in brokering relationships with new partners including Bazaarvoice and Netbiscuits as well as our acquisition of Znode. Now, as a key member of my executive team, Matt will bring his strategic insights and relationships directly to the centre of Yell’s ongoing transformation.”

Matt brings a strong track record to Yell, having worked globally with several Fortune 100 companies on major corporate transformations. He is acknowledged as a leading strategic thinker in the digital space and has developed intellectual property around “dynamic strategy” which focuses on developing robust strategies in industries experiencing structural uncertainty and change. He is regularly called upon as an expert speaker and media commentator on dynamic digital strategies.

Matt Anderson said: "As a core part of the team that developed the new strategy for Yell Group, I came to have a deep admiration for the leadership team, and am inspired by the potential value and significant opportunity of the local eMarketplace. I now relish the chance to be a major part of driving the transformation and believe my expertise across media, digital, and web 2.0 will help position Yell to lead in this space. Yell is becoming a global digital solutions player in the eMarketplace and its assets will differentiate it to capture value in the digital world."

Prior to joining Booz, Matt was a senior leader at consulting firm Katzenbach Partners, focused on organizational improvement and strategy in retail, technology, payments, energy, and health. Earlier, he developed a unique fraud and risk detection methodology for First Data/Telecheck, and prior to that he was a part of Enron's commodities trading team.

Based at Yell's offices in The Woodlands, Houston, Texas, US, Matt reports to Chief Executive Officer Mike Pocock. Matt carries a double major from the University of Pennsylvania in economics and in international relations.

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About Yell

Yell Group is a leading provider of digital services within the emerging local eMarketplace for consumers and SMEs across its operations in the UK, US, Spain and some countries in Latin America.

Building on its strong presence in the local market through its current digital and print portfolio, Yell is developing a broad range of digital services tailored to the converging needs of SMEs and consumers.

These address both the SMEs' need to grow, transact and be efficient in the digital world, and the consumers' need to connect locally to the goods and services they want, in a way which saves them time and money, and moves their lives forward.

In the year ended 31 March 2011, Yell Group had 1.3 million SME customers.

www.yellgroup.com