



For Immediate Release

3 January, 2012

## **Yell Group Plc (“Yell”)**

### **Board Appointment**

The Board of Yell today announces that Elizabeth G Chambers has been appointed as an independent Non Executive Director and member of the Remuneration Committee, with effect from 1 January 2012.

Libby is currently Chief Marketing and Business Development Officer at Freshfields Bruckhaus Deringer LLP, a position she took up in March, 2011. Previously, Libby held senior marketing roles at Barclays Bank plc, which she joined in 2006 as Chief Marketing Officer for Barclaycard, later also becoming Chief Marketing Officer for the Global Retail & Commercial Banking arm in 2008. At Barclays she led a range of strategy, product development and marketing activities, including the launch of a range of innovative payments initiatives in the UK and US markets.

Between 2004 and 2006, Libby held the post of Chief Marketing and Strategy Officer at global legal firm Bingham McCutchen, a role that she inaugurated. Previously, she was with Bank of America as Enterprise Marketing Executive, and the Reader's Digest Association, in roles that encompassed strategy, new business development and leadership of various start-up activities, as well as leading various cost re-engineering programmes.

Libby was a Partner at McKinsey & Company between 1995 and 1998, initially joining the firm as a Summer Associate in 1989. Her clients included a range of global financial institutions, with special focus on payments, information and transaction processing businesses. While at McKinsey, she co-led the groundbreaking study “The War for Talent”. She started her career as a corporate finance analyst at Morgan Stanley, after graduating from Stanford University with a BA in Economics and Political Science. Libby also has an MBA from the Harvard Business School.

#### **Bob Wigley, Chairman of Yell, said:**

“We are very much looking forward to welcoming Libby. Libby's experience in marketing services, start up initiatives and strategic repositioning in general and the payments and credit card businesses in particular will be highly relevant to several of the new products Yell is now introducing.”

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 Libby Chambers' appointment as a Non Executive Director of Yell.

### **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.

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