For Immediate Release 15 November, 2011

Yell Group Plc ("Yell")

Director/PDMR Shareholding

Yell announces that its Chairman, Bob Wigley, has today acquired an interest in Yell's senior debt of US$1million face value for an amount of approximately £200,000 and bought 2,610,000 Yell shares in the market, at a price of £0.0385 representing 0.11% of Yell's issued share capital. This takes his holding in the company to 3,147,407 shares, representing 0.13% of Yell's issued share capital.

Bob Wigley said:

"When I became Yell's Chairman, I was convinced that, with the right leadership, Yell's business had huge potential and that it could manage its debt structure. Having now recruited a world class management team and finalised exciting plans to realise that potential, I am convinced about the strength of the company. I am now backing my conviction by making a further substantial investment in the company."

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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