



For Immediate Release

20 October, 2011

Yell Group plc ("Yell")

Announcement of US Senior Management changes

Yell Group plc ("Yell" or "the Group") announces that Joe Walsh, President and Chief Executive Officer of Yellowbook, US, has agreed to step down to pursue other interests and leaves the Group today. His interim successor is Bob Gregerson, the Group's Chief Consumer Officer. Bob has a substantial track record in managing and growing worldwide divisions for leading companies, with considerable experience in the launch, growth and transformation of direct sales and ecommerce initiatives. Bob will now extend his strong understanding and commitment to innovation to the direct benefit of Yell's SME customers throughout the US.

Bob will hand his day-to-day responsibilities as head of Yell's Consumer Division to his management team, but retain overall strategic leadership of the Division.

Mike Pocock, Group Chief Executive Officer, commented:

"I wish to thank Joe for his significant contribution to Yell over the past 24 years. He has played a key role in the transformation of the Group. Under his leadership, Yellowbook has grown from a small independent publisher in Long Island, New York, to a national leader in local search. Joe and I agree that the time is appropriate to make this transition, as the Group's business model and marketplaces change. We are now starting to deliver our new strategic initiatives, built on a successful foundation that Joe helped create. Our succession process will be thorough and orderly, supported by the strong team that Joe has built."

Ends

About Yell

Yell Group is a leading provider of print and 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 SME 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 has over 1 million SME advertisers.

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