



Yellow Pages Group Announces Appointment of New President of its Mediative Division

Montreal (Quebec), September 17, 2013 – Yellow Pages Group (YPG) announced today the appointment of Darby Sieben as President of Mediative, the digital marketing and digital product incubator division of YPG, effective immediately.

Mr. Sieben brings over 15 years of experience in the digital media, marketing and start-up sectors to his new role. Formerly head of business development and strategic partnerships at YPG, Mr. Sieben led the negotiation and management of partnerships key to the ongoing growth and transformation of YPG. Under his tenure, YPG grew existing agreements with companies like Google and inked strategic traffic and content sharing agreements with Yahoo! Canada, Facebook, Twitter, Microsoft, Foursquare, The Weather Network, and CBC.

Additionally, Mr. Sieben spearheaded the content distribution strategy for YPG that culminated in the eventual launch of YellowAPI, the company's open data distribution platform. YellowAPI currently has over 2,500 freelance and company app developers to populate their local search apps with Yellow Pages listings.

“Darby has been instrumental in moving the digital transformation of this company forward by developing results-oriented strategies to help YPG grow its digital footprint and extend the digital reach of our clients,” said Doug A. Clarke, Senior Vice-President, Sales. “As our transformation continues to accelerate, the innovation and expertise pioneered by our Mediative division is an engine of this shift. We’re confident that Darby’s leadership will accelerate the opportunities that lie ahead for both Mediative and YPG as a whole.”

About Yellow Pages Group

Yellow Pages Group (YPG) is a leading media and marketing solutions company in Canada. The Company serves Canada's small businesses marketing needs through its nationwide sales force of media consultants. YPG also caters to the country's largest national agencies and advertisers through Mediative, its national digital advertising and marketing solutions division. YPG is held by Yellow Media Limited (TSX: Y), which owns and operates some of Canada's leading properties and publications including Yellow Pages™ directories, YellowPages.ca™, Canada411.ca and RedFlagDeals.com™. Yellow Media's network of online properties reaches over 8.7 million unique visitors monthly.

About Mediative

Mediative is one of North America's largest integrated advertising and digital marketing companies, specializing in maximizing the online presence of some of the world's most respected brands. Mediative's best-in-class digital media strategists and experts serve national agencies and advertisers through its two divisions: YPG Ad Network and Mediative Performance. Mediative covers all print, search, display and social networks to drive performance marketing for clients across the entire buying cycle, from brand awareness to lead generation and sales. The company also integrates data, media networks and technology to help advertisers, publishers and retailers connect with audiences. Mediative has over 180 employees across six North American offices: Montreal, Toronto, Kelowna, Vancouver, Indianapolis, and Pennsylvania. Mediative is a division of Yellow Pages Group.

Media

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