

## **FAIRFAX AND YAHOO! EXPAND CLASSIFIED ADVERTISING DISTRIBUTION AGREEMENT TO INCLUDE MYCAREER.COM.AU**

### **Fairfax Also Acquires Yahoo! Stake in carsales.com.au**

SYDNEY, February 21, 2004 -- John Fairfax Holdings Limited [ASX:FXJ] and Yahoo! Inc. [Nasdaq: YHOO] announced today that they have signed a three-year classified advertising distribution agreement for the Australasian market.

Under the agreement, the currently distributed Fairfax sites—domain.com.au and drive.com.au—will be distributed on Yahoo! for an additional three years. In addition, Fairfax's employment site, mycareer.com.au, will be distributed on Yahoo! Australia and NZ from October 2005, replacing seek.com.au.

"Yahoo! has been a valuable distribution partner for our real estate and motoring classified sites," said Alan Revell, Managing Director of Fairfax's Commercial Division. "Adding employment classifieds to the Yahoo! network is a natural extension of a successful commercial relationship and strengthens our position in this sector of the market. This will greatly benefit our advertisers by allowing them to leverage the significant reach of the Yahoo! network across Australia."

"We are excited about working with Fairfax across all three classified channels," said S.I. Lee, Yahoo! Regional Vice President for South Asia. "This allows Yahoo! to better integrate the Fairfax classifieds content across the wider Yahoo! network."

In a separate transaction, Yahoo! Inc. has sold its 11.6% shareholding in carsales.com.au Limited to Fairfax.

"The sale allows Yahoo! Australia & NZ to continue to focus on being the leading player in Online Advertising as well as Search, Mail and Instant Messenger," said Mr Lee.

Mr Revell said that Fairfax remains committed to growing drive.com.au, and sees this transaction as a friendly strategic investment that will further Fairfax's participation in any future restructuring of online automotive sites. carsales.com.au is an Australian unlisted public company owned by several hundred shareholders including many car dealers.

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### **About John Fairfax Holdings Limited**

John Fairfax Holdings Limited [ASX:FXJ] is Australasia's largest newspaper publishing group. In Australia, mastheads include The Sydney Morning Herald, The Age, The Australian Financial Review, BRW and The Sun-Herald. Its New Zealand mastheads include The Dominion Post, The Press, The Sunday Star-Times, TV Guide, and Cuisine. In addition, Fairfax publishes regional and community newspapers, financial and consumer magazines, and provides online, interactive and e-commerce services through [Fairfax Digital](#) in Australia and [stuff.co.nz](#) in New Zealand.

### **About Yahoo! Australia & NZ**

Yahoo! is the global leader in online audiences(+) and the best known online media brand in the minds of Australian consumers(++) who see Yahoo! as fun, friendly and highly innovative. Along with a critical mass of over 4 million Australians each month(+) who use Yahoo! for everything from Search to Mail to Personals, Yahoo! offers sophisticated targeting capabilities, enabling advertising clients to mass market or target market effectively.

+ Nielsen//NetRatings July 03 ++ Young & Rubicam Brand Asset Valuator.