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Yahoo! Strengthens Global Media and Marketing Teams with Key New Hires to Focus on Delivering Premium Consumer and Advertiser Experiences

Rich Cusick, John Buchanan and Scott Bushman Join Yahoo! to Expand Global Reach and Presence Across the Yahoo! Network

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! (NASDAQ: YHOO), the premier digital media company, today announced three new executive hires to help expand and lead its global media business and consumer marketing efforts. With more than 20 years of digital media experience, Rich Cusick joins the company as vice president of Entertainment and Women's Lifestyles. Cusick will drive the vision and lead execution globally for Yahoo! Shine, Health, and Entertainment properties (omg!, Movies, TV and Music). John Buchanan, formerly vice president of global marketing at Electronic Arts, will lead the consumer marketing team across the globe. To further build the business in Canada, Latin America and for the U.S. Hispanic market, Scott Bushman returns to Yahoo! to lead those efforts for the Media Network.

"I am thrilled to welcome Rich, John and Scott to our expanding Yahoo! team," said Mickie Rosen, senior vice president, Global Media & Commerce, Yahoo!. "We are already leaders in nearly every category with 11 #1 positions globally, reaching 700 million users worldwide. We continue to attract and invest in top digital media talent to grow our businesses and deliver on our commitment to consumers, advertisers and partners. I am confident that these executives will help build Yahoo!'s position as the premier digital media company."

Rich Cusick most recently served as Interim GM of [Chemistry.com](#) (a division of [Match.com](#)), GM of Swirl by Daily Candy, and SVP of Digital Media at Gemstar TV Guide. Rich founded and grew Swirl into a multi-million dollar business in its first year of operation. At Gemstar, Rich transformed [TV Guide.com](#) into a leading entertainment destination and created TV Guide's mobile division. Richard started his career in investment banking in the media practices of Lehman Brothers and Bear Stearns.

John Buchanan brings his extensive background in senior marketing, sales and executive management to Yahoo!. Most recently John was the Vice President, Worldwide Marketing at Electronic Arts (EA), where he led the marketing team responsible for marketing, advertising, strategic planning, consumer insights, partnerships, communications for the Maxis business division. Prior to that, he was the Vice President, Product Marketing, Strategic Planning and Sales at Cranium, one of the world's fastest growing independent gaming brands.

Scott Bushman has a strong executive background with more than fifteen years experience in digital media, including four years with Yahoo! (2004-2008). Most recently, Scott was senior vice president of digital at Wasserman Media Group and vice president of business development, content and programming at Metacafe. Scott also held senior leadership roles at The Action Channel, Broadband Interactive Group and Walt Disney Internet Group, where he created and founded [EXPN.com](#), a digital action sports extension of ESPN.

Cusick and Bushman will report to Mickie Rosen Senior Vice President, Global Media & Commerce, Yahoo!. Buchanan, will report to Mollie Spilman, Chief Marketing Officer of Yahoo!.

Ken Fuchs is moving into an expanded global role overseeing Yahoo!'s Sports and Games media businesses including global oversight for product development. Ken is also being charged with developing some new opportunities coming soon for Yahoo!. In the meantime, Ken will continue to build on Yahoo!'s successes in sports around the world, which has led its category for 49 of the last 50 months in the US and reaches 100 million users a month on a global basis.

About Yahoo

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom ([pressroom.yahoo.com](#)). Yahoo! is the trademark and/or registered trademark of Yahoo! Inc. All other names are trademarks and/or registered trademarks of their respective owner.

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