

Microsoft, Yell Group form advertising partnership

The Associated Press

Microsoft Corp. and U.K.-based marketing services provider Yell Group PLC are teaming up to provide online advertising and business services to small and medium-sized businesses, the companies said on Tuesday.

Financial terms were not disclosed.

Yell provides print and digital marketing services to more than 1.3 million customers across the U.S., U.K., Spain and Latin America. The companies said they are working together to offer search, mobile and local advertising products and services to small and medium businesses.

Microsoft will also help Yell speed up its new cloud-based offerings. The "cloud" refers to applications and data hosted on remote servers and accessed over the Internet.

Shares of Microsoft slipped 13 cents to \$26.50 in premarket trading.

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<http://www.ecnmag.com/news/2011/07/microsoft-yell-group-form-advertising-partnership>