



PRESS RELEASE

Preliminary Agreement Between Seat Pagine Gialle and Dogan Yayin Holding Signed

Turin, 29 May 2007 - Seat Pagine Gialle signed a preliminary agreement with Dogan Yayin Holding — the leading media group in Turkey — to set up a 50:50 joint-venture with the aim of developing the multimedia directory business (print and online) in Turkey.

The execution of the agreement follows the successful completion of the analysis regarding the potential of the Turkish market carried out jointly by Seat and DYH. This analysis, in light of the interesting characteristics of the economic, social and demographic structure of the country, confirmed significant future prospects in the medium- and long-term..

The execution of the final agreement between the parties is expected to take place by the end of July, following final identification of the perimeter of assets and activities of the joint-venture and the complete definition of the governance between the partners.

This transaction is in line with Seat group's strategy which aims to develop the company's international footprint in promising markets, leveraging its distinctive expertise and its business model as multimedia directory operator and leader on the Italian market of local advertising.

The Dogan Yayin Holding group, the leading operator in the Turkish advertising market, is the main media company in the country, with a pre-eminent role in the television, daily and periodical press and book printing industries. As its expertise complements Seat's skills, DYH is the ideal partner for Seat thanks to the strength of its brands and the in-depth knowledge of the local market.

SEAT PAGINE GIALLE

The Seat Pagine Gialle Group is the European leader and one of the main operators at world level in the sector of multimedia profiled advertising, offering "print-voice-online" directories, high-tech products for the Internet and for satellite and ortophotometric navigation, as well as complementary communication services such as one-to-one marketing. SEAT Pagine Gialle has been engaged in information services, and search and communications tools for over 80 years. It is a success story based on a brand that is familiar to everyone, a sales network employing over 1,700 persons, a technology that is constantly evolving and a database that includes 20 million households and 3 million businesses, and a wide range of products guaranteeing a real integrated system of communications to about 600,000 Italian customers. A total of 63.3 million volumes distributed to the homes and offices of Italian subscribers (2006 figures), 32.5 million enquiries through the directory assistance service (2006 figures), and over 307 million hits on online directories (2006 figures) connect people and businesses, bringing together needs and solutions and promoting economic exchanges.

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