

PRESS RELEASE

SEAT PAGINE GIALLE: ANTITRUST AUTHORIZATION TO WLW ACQUISITION

Turin, august, 30 2007 - Seat Pagine Gialle S.p.A. ("SEAT") announced today that the federal competition authority in Germany, Bundeskartellamt, has authorized Italian Seat Pagine Gialle's acquisition of Eniro AB's German subsidiary *Wer liefert was? GmbH*.

As a result of the authorization, one of the decisive conditions for completing the acquisition has been met. The other conditions are expected to be fulfilled in the near future and it is scheduled that the transaction in its entirety will be formally completed before the end of September.

Comunicazione Seat Pagine Gialle
Tel. +39.011.435.3030 – fax +39.011.435.3040
Comunicazione.stampa@seat.it
Investor Relations Seat Pagine Gialle: +39.011.435.2600 Affari Legali e Societari Seat Pagine Gialle S.p.A.
Investor.relations@seat.it ufficio.societario@seat.it
Barabino & Partners: Tel.+39 02 72.02.35.35 - Fax +39 02 89.00.519
Federico Vercellino – f.vercellino@barabino.it

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 orthophotometric 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.