

PRESS RELEASE

FABRIZIO VIGO APPOINTED CHIEF EXECUTIVE OFFICER OF CONSODATA (SEAT PAGINE GIALLE GROUP)

Turin, 20 November 2007 - Seat Pagine Gialle S.p.A. ("Seat") announces that Fabrizio Vigo has been appointed Chief Executive Officer of Consodata S.p.A., a company of the Seat Pagine Gialle Group (100% held subsidiary), the Italian leader in high value-added marketing services.

Fabrizio Vigo, who was born in Turin and is 36 years old, graduated in Business Economics and has an MBA degree. He will take the helm of Consodata with the aim of further developing B2C marketing intelligence, geomarketing and 1-to-1 marketing services.

Fabrizio Vigo, who will simultaneously take up the role of Seat Pagine Gialle Content Management and Business Information Director, will also have the task of expanding the Consodata range of services to the B2B and Business Information sectors through the integration and enhancement of Seat Pagine Gialle's wealth of proprietary content.

The former Head of Strategic Planning and Business Development of the Seat Group Vigo thus replaces Elio Schiavo, who has recently become the Chief Executive Officer of the newly set-up joint venture of Seat Pagine Gialle and Dogan Yayin Holding aimed at developing the directories market in Turkey.

"Consodata operates at levels of competence and excellence that render it a crucial partner for its customers, especially in drawing up and implementing customer care and customer acquisition strategies, whilst also laying the basic groundwork for ongoing business growth and contributing to the development of the Italian domestic market, which still has to attain full maturity," stated Fabrizio Vigo.

Seat Pagine Gialle Communications

Tel. +39.011.435.2199 – fax +39.011.435.3040

Comunicazione.stampa@seat.it

Seat Pagine Gialle Investor Relations: +39.011.435.2600

Investor.relations@seat.it

Seat Pagine Gialle Legal and Corporate Affairs

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

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 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.
