

PRESS RELEASE

SEAT PAGINE GIALLE: MASSIMO CRISTOFORI HAS BEEN APPOINTED CHIEF FINANCIAL OFFICER

Turin, 9 June 2008 – SEAT Pagine Gialle appointed **Massimo Cristofori** Chief Financial Officer.

A week after Massimo Castelli's appointment as General Manager for Italy, Chief Executive Officer Luca Majocchi completed Seat's top management team by appointing Massimo Cristofori Chief Financial Officer. Massimo Cristofori will also be in charge of the company's financial reports, a responsibility that was handled temporarily by Seat's Chief Executive Officer.

Cristofori previously worked for Tiscali, where he held the position of Chief Financial Officer since 2000. At Tiscali, Cristofori was involved in the process that, through M&A and extraordinary financial transactions, helped make the company one of the key independent players in the sector of telecommunications and the Internet. Previously, Cristofori held the same position at Class Editori, after having gained valuable experience in the media industry with RCS Editori as M&A Manager and Controller Manager.

"The arrival of Massimo Cristofori marks another important step towards reinforcing our management team," commented Majocchi. "Cristofori brings with him know-how and capabilities that are important for the development of our company, not only for the Italian Internet market, but also for managing the Group's international equity investments."

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This press release is a translation, the Italian version will prevail.