

## **PRESS RELEASE**

### **STRENGTHENED STRUCTURE FOR SEAT PAGINE GIALLE MASSIMO CASTELLI APPOINTED GENERAL MANAGER FOR ITALY**

*Turin, 3 June 2008* – As part of a process that was initiated by CEO Luca Majocchi to strengthen the company's position for growth in Italy's Internet market, SEAT Pagine Gialle has launched a new corporate structure that includes setting up a **General Management Department for Italy**, which reports to the CEO and includes the sales and operations activities for Italy (the structure of the Group's other departments shall remain unchanged). **Massimo Castelli**, who joins Seat Pagine Gialle as of today, has been appointed to the position of General Manager for Italy.

"SEAT Pagine Gialle is working to enhance the Internet skills and services that have allowed it to serve as a reference point for local communications for businesses and public administrations for years, in order to further develop its position as a world leader for new digital media," states Luca Majocchi, CEO of SEAT Pagine Gialle. "Massimo Castelli is an experienced and skilled manager who I am certain will contribute to strengthening our company, which aims at being ever more customer oriented and innovative in its own print, telephone and Internet multimedia products."

"I am excited to be joining SEAT, a company with great potential," says Massimo Castelli, "and I am certain that the expertise and skills that characterise this company will enable me to succeed in this new professional challenge."

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#### **SEAT PAGINE GIALLE GROUP**

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 15 million households and 3.8 million businesses (2007 data), and a wide range of products guaranteeing a real integrated system of communications to about 600,000 Italian customers. A total of 65 million volumes distributed to the homes and offices of Italian subscribers (2007 data), 35 million enquiries through the directory assistance service (2007 data), and over 340 million hits on online directories (2007 data) connect people and businesses, bringing together needs and solutions and promoting economic exchanges.

## Massimo Castelli

Born in Rome on 17 May 1959, Massimo Castelli received his university degree in Electronic Engineering. In 1985, he joined Olivetti Italy's Sales Management Department and, later, in May 1993 he moved to Olivetti Telemedia. In 1997, he joined Infostrada where he took on the role of Marketing Director.

In October 2001, he joined Telecom Italia, and worked for the Telecom Francia Business Unit, and during the organisational restructuring of the Domestic Wireline Business Unit he was appointed as the Marketing Director.

In December 2004, he moved to Telecom Italia Mobile, as the Marketing & Sales Director and in April 2005 he was named Chief Operating Officer. In December 2005, following the organisational restructuring of the Telecom Italia Group, he reported to the CEO of Operations and took on the role of Chief Marketing Officer. In 2007 he was appointed General Manager (Domestic Fixed Services) for the Telecom Italia Group.

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