



PRESS RELEASE

SEAT Pagine Gialle Forms a Strategic Alliance With Google to Bring Italian SMEs Online

Turin, 25 March 2009 – Today, SEAT Pagine Gialle, a leader in the Web advertising market in Italy, announced a partnership with Google whereby SEAT becomes an authorized retailer in Italy of Google AdWords™, the advertising programme designed for businesses to promote their products or services on the search engine of the U.S. based company.

Thanks to this alliance, SEAT Pagine Gialle will offer Italian SMEs the chance to plan online advertising campaigns simply, rapidly and effectively through the Google platform. As a Google AdWords™ Authorised Reseller and thanks to a highly professional and extensive sales force, SEAT Pagine Gialle will guarantee advertisers comprehensive consultancy, including planning the campaign, incorporating other forms of Web communications, activating the service and monitoring and optimising the results. The Google AdWords™ programme will be incorporated into the **Pgclick** offer, the keyword advertising service targeting the customers of **PagineGialle.it**, designed to simplify the set-up of online ad campaigns and increase the visibility of Web advertisers.

Massimo Castelli, General Manager for Italy, SEAT Pagine Gialle, commented, "This agreement, which brings together the two leading players on Italy's Web advertising market, has been reached with the goal of developing the culture of online marketing and supporting Italian businesses in their path of innovation and growth, thus investing in the development of the Italian Web advertising market. For businesses, the Internet has become an increasingly important tool for expanding target markets, reaching the largest possible number of customers and grasping all the opportunities and services that the Web has to offer." **Castelli** also noted, "The agreement with Google creates important synergies between complementary services and adds to our already rich commercial proposal for keyword advertising."

"At Google, we attach great importance to creating an eco-system of companies that are aware of the numerous opportunities offered by the Internet," noted **Massimiliano Magrini, Country Manager, Google Italy**. "This agreement is a further major step forward in promoting a strategic approach to positioning businesses online, which we hope reaches as many Italian companies as possible."

The agreement with Google is part of a wider, more developed strategy that in 2008 led to the launch of several new services on the SEAT Pagine Gialle websites and to a significant increase in sales.

In 2008, the upgraded www.paginegialle.it website recorded a 25.5% increase in usage compared to the previous year. This positive trend continued in the first two months of



2009 (+69% user sessions compared to 2008), thanks to constant product innovation and referencing on search engines, bringing significant advantages to Pagine Gialle Online advertisers.

At www.paginegialle.it, users not only benefit from the best commercial search engine for Italy — completely geo-referenced, with traditional maps as well as aerial orthophotos — but they can also go for an immersive virtual “stroll” through over 180 Italian cities, covering more than 13,000 kilometres in “street view” mode or opting to watch more than 20,000 commercial videos offered by the platform.

In 2008, SEAT reported € 162.3 million in revenues generated by online services, up by 18.4% compared to 2007, accelerating in the second half of 2008, when growth was 27.6%.

SEAT Pagine Gialle offers its advertisers a complete range of services with added value, designed specifically for SMEs to ensure top visibility on the Internet. These services range from the creation, management and optimisation of websites, with the option of being present on an expanded network of partner sites, to the production and management of videos and virtual tours of the advertiser’s shop, more specific services to manage the leads that are generated and the possibility of managing targeted keyword advertising campaigns simply and effectively. All of this is done while providing a certified instrument that constantly monitors ROI and the number of contacts and visits that are generated.

The range of services has recently been expanded in the Tourism vertical site with the launch (in February 2009) of Visual-Italy, a product designed to respond to specific needs to promote the territory of the Italian regions (and for the entire public administration), in which the Region of Lombardy paved the way (www.visual-italy.it/lombardia).

The agreement reached with Google thus adds an important element to the strategy developed by SEAT and represents a significant recognition for SEAT Pagine Gialle. Its extensive range of services qualifies it as one of the key operators in the Italian Internet market, particularly attentive to the Web-marketing needs of SMEs.

Google and AdWords are registered trademarks of Google Inc.



ABOUT GOOGLE

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top Web property in all major global markets. Google's targeted advertising programme, which has grown rapidly to become the most important of its kind in the world, provides businesses of all sizes with measurable results of their Web advertising investments, while simultaneously enhancing the overall Web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit www.google.it

SEAT PAGINE GIALLE GROUP

The SEAT Pagine Gialle Group is one of the main operators at world level in the sector of multimedia profiled advertising, offering "print-voice-online" directories, 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 2,000 persons, a technology that is constantly evolving and a database that includes 15 million households and 3.8 million businesses (2008 data), and a wide range of products guaranteeing a real integrated system of communications to about 600,000 Italian customers. A total of 59 million volumes distributed to the homes and offices of Italian subscribers (2008 data), about 35 million enquiries through the directory assistance service (2008 data), and over 330 million hits on online directories (2008 data) connect people and businesses, bringing together needs and solutions and promoting economic exchanges.

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