

PRESS RELEASE

ALBERTO CAPPELLINI NEW CEO OF SEAT PAGINE GIALLE

Turin, 29 April 2009 – The Board of Directors of Seat Pagine Gialle S.p.A., in today's meeting chaired by Enrico Giliberti, has co-opted Alberto Cappellini appointing him as Chief Executive Officer of the Company. Alberto Cappellini takes over from Luca Majocchi, who had tendered his resignation to the Board of Directors 9 February 2009 and has confirmed his willingness to accompany the new CEO as he assumes his duties over the coming weeks. The Board of Directors expressed its gratitude and appreciation to Luca Majocchi for his work during the past six years in which the company has undergone a profound transformation.

The Board identified Alberto Cappellini on the basis of his complete managerial profile, innovation capacity and considerable experience, appreciating his ability to work in complex, highly competitive contexts involving rapidly changing market trends.

Born in Turin, Alberto Cappellini, 49, with an University degree in electronic engineering, has been a historical leader of Kimberly-Clark, a company specialising in consumer products, with a turnover of € 2.5 billion in Europe and leading brands such Kleenex® and Scottex®.

He started his career in the American multinational in 1989 as Product Manager. In 1997, at the early age of 36, he became Managing Director of the Italian branch. In 2001, he was appointed Vice President South Europe. In 2004, he was appointed President Europe Family Care and in 2007 he went back to Italy to follow his own entrepreneurial activities.

"It is with great enthusiasm that I'm joining Seat Pagine Gialle, a company with big potential," stated Alberto Cappellini. "I'm willing to face the managerial challenge of developing the business in Italy for a very competent company, which is headed by a management team with outstanding professional skills".

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This press release is a translation. The Italian version will prevail.