



Seat PG Extends its Strategic Alliance with Google

Seat PG will continue to offer businesses Google AdWords campaigns in addition to its own range of marketing and communication services throughout Italy

Turin, 11 July 2011 — Seat PG announces the renewal of its agreement with Google, confirming its role as authorised reseller in Italy for AdWords, the advertising program that allows businesses to promote their products and services on the world's most widely used search engine.

Through PGclick, the keyword advertising service aimed at PagineGialle.it customers, Seat PG will continue to offer Italian companies and businesses the ability to expand and strengthen their online presences by planning advertising campaigns on Google quickly and easily.

Thanks to the broad geographical coverage provided by its Web Points — a network of 140 multimedia agencies that offer detailed information and innovative Web-marketing services — as an authorised reseller for Google AdWords, Seat PG can thus ensure its customers 360-degree communications and marketing advice, from campaign planning to integration with other forms of Internet communications.

“Extending this partnership with Google, created to support Italian businesses as they innovate towards optimal use of the Web as an important competitive factor, is cause for particular pride for us and a sign of this initiative's success,” commented **Maria Bruna Olivieri, Head of Seat PG's Web & Mobile Business Unit**. *“By combining Seat PG's offerings with the Google AdWords program in a complementary manner, the agreement has created considerable synergy that will benefit the Italian economy. Simply consider that the PGclick service has allowed more than 30,000 companies to optimize their Web-advertising campaigns by maximising their visibility on the main search engines.”*

Edward Ungar, Google's Head of Strategic Partner Development, EMEA, stated: *“Hundreds of thousands of companies throughout Italy rely on Seat PG for their communication and marketing needs. Google AdWords allows them to exploit the advantages of keyword advertising to reach new customers and grow their businesses. We are pleased that we have extended our agreement with Seat PG and are thus able to continue to assist Italian small and medium enterprises in benefiting from the opportunities that Google AdWords has to offer.”*

The agreement with Google is part of Seat PG's broader overall strategy for SMEs, businesses and professionals aimed at developing their presence on the Web and leveraging the potential of new technology to increase efficiency and competitiveness. Consolidating its role as local marketing communication agency, Seat PG offers a wide range of all-inclusive services, from the creation of personalised websites to the development of multimedia content, e-commerce and info-commerce services and a mobile presence through the transfer and optimisation of Web content for new devices.



SEAT PG

Today, Seat PG is a local marketing communications agency with deep roots in Italy, which it serves through a network of 140 multimedia agencies — the Web Points.

In addition to traditional visibility services, which offer detailed information and sophisticated search tools to tens of millions of users and a wide range of multi-platform (print-voice-online-mobile) advertising media to advertisers via an extensive multimedia platform, Seat PG also provides innovative Web marketing services including Web design, multimedia content creation, Web visibility activities and a wide array of complementary advertising communication instruments. Over the past year, it has designed approximately 100,000 websites, ranking as Italy's number-one agency.

Seat PG serves as a local communications and marketing partner for Italian small and medium-sized enterprises (SMEs), large companies that operate within the country and central and local government.

By leveraging the efficacy and dissemination of its products and services, Seat PG brings supply and demand together, registering over two billion views of its media.

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 thousand persons, a technology and a product range in constant evolution and a database that includes 12 million households and 4 million businesses (2010 data), and a wide range of products guaranteeing a real integrated system of communications to about 500 thousand Italian Customers: a total of 47 million volumes (PagineGialle, PagineBianche, Tuttocittà), about 24 million enquiries through the directory assistance service (89.24.24 ProntoPagineGialle and 12.40 ProntoPagineBianche, 2010 data), and about 365 million hits on online and mobile directories (www.paginegialle.it, www.paginebianche.it, www.tuttocitta.it, 2010 data) connect people and businesses, bringing together needs and solutions and promoting economic exchanges.

For further information, please visit www.seat.it

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