PRESS RELEASE

THE BOARD OF DIRECTORS APPROVED THE FIRST HALF REPORT AS AT 30 JUNE 2011, WHICH RECORDS A CHANGE IN ACCOUNTING POLICIES FOR WEB AND VOICE REVENUES AND IS BASED ON THE GOING CONCERN ASSUMPTION.

Consolidated REVENUES amounted to € 433.2 million, down by 5% on a comparable publication and exchange rate basis and by 6.3% compared to the first half of 2010, *restated based on new accounting policies.*

CORE REVENUES IN ITALY WERE DRIVEN BY GROWTH (+77.8% compared to the first half of 2010, *restated*) OF ONLINE ADVERTISING AND MARKETING OFFERING.

- **Consolidated EBITDA amounted to € 150.2 million, with operating margin at 34.7% (42.8% for Seat PG S.p.A), virtually stable compared to 35.4% for the first half of 2010, *restated* (41.7% for Seat PG S.p.A.)**
- **OPERATING FREE CASH FLOW amounted to € 188.4 million (-5.6% compared to the first half of 2010, *restated*), despite higher industrial investments (+28% compared to the first half of 2010) for the development of online products and services.**
- **Thanks to the € 48.5 million deleverage in the first half of 2011 alone, NET FINANCIAL DEBT was € 2,682.5 million as at 30 June 2011.**

THE 2011-2013 STRATEGIC GUIDELINES AND 2015 PROJECTIONS HAVE BEEN APPROVED; THEY ARE THE PREREQUISITE FOR NEGOTIATIONS WITH CREDITORS, WHICH HAVE ALREADY BEGUN AND ARE AIMED AT REBALANCING THE COMPANY'S FINANCIAL AND CAPITAL STRUCTURE.

- **Focus on business development in Italy, with the goal of positioning the company as "the local Internet company" deeply rooted in the domestic market.**

- **In Italy, the revenue mix is expected to shift towards the online component, with online revenues expected to account for about 65% of total revenues in 2013 and approximately 80% in 2015, and online marketing services accounting for about 50% of total web revenues.**

- **Development of new business models that can supplement traditional revenues with new additional revenues, such as self-provisioning and couponing.**

THE CHANGE IN ACCOUNTING POLICIES RESULTS IN THE PARENT COMPANY BEING IN THE SITUATION REFERRED TO BY ARTICLE 2446 OF THE ITALIAN CIVIL CODE. CONVENING OF THE SHAREHOLDERS' MEETING ON 6 OCTOBER 2011.

Milan, 30 August 2011 – The Board of Directors of Seat Pagine Gialle S.p.A. — chaired by Enrico Giliberti — approved the First Half Report as at 30 June 2011, prepared pursuant to Article 154-*ter* of the Financial Consolidated Law (TUF), the 2011-2013 Strategic Guidelines and 2015 Projections, presented by the Chief Executive Officer Alberto Cappellini.

Change in Accounting Policies for Web and Voice Revenues

The change in accounting policies has become necessary in light of the significant evolution in the business model which has occurred in the recent past, which had a significant quantitative impact starting in 2010 and increasingly more during 2011. This change follows the transition strategy from a Company focused on print directories to a service-oriented company focusing on online and voice directories (initially) and on innovative web marketing services.

The changes in revenue (and relevant costs) recognition criteria arising from providing Web and voice services mainly consist of the recognition of revenues from online (and on-voice) ads no longer upon publication, but over the product/service duration online (and on-voice) (contractually agreed, usually 12 months); similarly, direct sales and editorial production costs will be recognised in the income statement, among negative components of income, to match the timing of corresponding revenues.
This change also allows the Company to align its revenues and costs recognition criteria concerning Web and voice products and services with those adopted by its European peers and to bring them in line with accepted industry practices.

The modifications are a change in accounting policies pursuant to IAS 8.14 (b).

Given that the adjustment consists in essence of restating the income statement for financial year 2010 and the 2011 interim reporting period, by deferring, over a period of usually 12 months from activation of service, the revenues (and costs) which were previously recognised in their entirety at the time of activation and also that accumulated revenues (net of costs) that are being restated recorded a strong growth trend during those periods, the net impact of the adjustment, when it is made, leads to a decrease in the relevant operating results (as they are deferred to later periods).

In accordance with IAS 8.19 (b), the change of accounting policies was reflected by adjusting the financial statements of previous years, that is, by restating the amounts in the income, financial position and cash flow statements included in those financial statements.

Taking the year 2010 as reference (calculated using the previous criteria), the strong growth in online revenues recorded in Italy in 2010 (+69.8%) was partially deferred to subsequent periods thus resulting in lower 2010 revenues of approximately € 78 million. The impact on costs, however, was much lower (approximately € 9.5 million) as only the costs directly related to revenues (of which sales costs are the most significant) were restated. At Group level, the new criteria thus brought about a reduction in EBITDA of approximately € 67 million (therefore mainly related to activities in Italy), with Group EBITDA decreasing from € 483 million to € 416 million.

On the other hand, as the change concerned the accounting treatment of revenues, which therefore does not affect the terms of billing to and collection from customers, it had no impact on operating cash flows, as reflected in the 2010 operating free cash flows, which showed no substantial difference whether accounted for with the new or prior criteria.

It should also be noted that the significant reduction in 2010 and 2011 EBITDA reported under the new criteria, mainly concentrated in the second half of both reporting periods, results from deferring to future periods the high growth of Web revenues achieved in those years. The same effect is expected to gradually reduce in the coming years.

For further details please see the comments and the Appendix included in the First Half Report as at 30 June 2011.

CONSOLIDATED RESULTS AS AT 30 JUNE 2011

Revenues Performance

In the first half of 2011, **revenues** amounted to € 433.2 million, decreasing by 6.3% compared to the first half of 2010, *restated* (€ 462.4 million). On a comparable publication and euro-pound sterling exchange rate basis, revenues decreased by € 22.8 million (-5%).

Gross of eliminations among the Business Areas, revenues were as follows:

- revenues of the Italian Directories Business Area (SEAT Pagine Gialle S.p.A.): in the first half of 2011, this item amounted to € 335.4 million, down 2.6% compared to the same period of 2010, *restated*. Core products (Print-Online&Mobile-Voice) ended the reporting period with a 1.5% decrease compared to the same period of the previous year, with organic growth of 32.7% in revenues both from online traditional advertising offerings and online marketing services. The growth of these two segments and the unbundling of PAGINEBIANCHE® online revenues — which were previously recognized among print revenues — enabled the company to accelerate the shift of the revenue mix towards online revenues, which in the reporting period accounted for approximately 57% of overall revenues. As for the previous quarters, the decrease in the overall growth rate of revenues was attributable to the decline in revenues generated by services 89.24.24 Pronto PAGINEGIALLE® and 12.40 Pronto PAGINEBIANCHE® and other minor products (in particular, direct marketing and promotional gifts), also impacted by the increased focus on the marketing of core products, mainly online products;

- revenues of the *"UK Directories" Business Area (Thomson Directories Group),* which in the first six months of 2011 posted € 26.0 million, declining by € 13.2 million compared to the first half of 2010, *restated*. The revenue performance reflected the particularly difficult context for the UK directories market, which heavily impacted all of the media operators in the country. Moreover, the revenue performance for the first half of the year was affected by the different publication calendar, with the publication of 53 directories in the first six months of the year, compared to 73 for the same period of the previous year. On a comparable publication and euro-sterling exchange rate basis, in the first half of 2011 revenues decreased by 21%;

- revenues of Directory Assistance Business Area *(Telegate Group, Pagine Gialle Phone Service S.r.l. and Prontoseat S.r.l.)* were € 61.0 million in the first half of 2011, decreasing by about 17% compared to the same period of 2010, *restated* (€ 73.5 million). This decline is partially due to the loss of revenues from Pagine Gialle Phone Service, following the disposal of the call centre business of the Livorno and Turin offices. The decrease is also attributable to the Telegate Group, which in the first half of 2011 reported revenues of € 55.9 million (-8.8% compared to the first half of 2010, *restated*). In detail, in Germany revenues amounted to € 51.2 million, down by approximately 7.9% compared to the first half of 2010, *restated*, due to structural market difficulties in the sector of directory assistance services, with call volumes decreasing steadily and only partially offset by online revenues growth (+ € 3.3 million);

- revenues of the Other Businesses (*Europages S.A., Consodata S.p.A. and Cipi S.p.A.*) amounted to € 20.7 million in the first half of 2011, decreasing by about 17% compared to the first half of 2010, *restated* (€ 24.9 million), mainly due to the decline in revenues reported by Europages and Consodata.

GOP Performance

In the first half of 2011, **gross operating profit (GOP)** amounted to € 175.0 million, marking a decrease of € 6.2 million compared to the first half of 2010, *restated* (€ 181.2 million). In the reporting period, the operating margin was 40.4% (39.2% in the first six months of 2010, *restated*).

Net Adjustments and Provisions for Risks and Charges

In the first half of 2011, **net adjustments and provisions for risks and charges** amounted to € 22.8 million and included € 15.2 million relating to the allowance for doubtful accounts which, notwithstanding a € 2.1 million decrease compared to the same period of 2010, *restated*, allowed the percent coverage of overdue receivables to be maintained virtually unaltered. This item also includes net provisions for operating risks and charges (negative at € 7.6 million for the first half of 2011 and at € 0.1 million for the same period of the previous year, *restated*) which benefited from a release of € 4.5 million due to the elimination of contractual risks towards telephone carriers for mobile call origin rates.

EBITDA Performance

Operating income before amortisation, depreciation, net non-recurring and restructuring charges (EBITDA) for the first half of 2011 amounted to € 150.2 million, down by 8.2% compared to the first half of 2010, *restated* (€ 163.6 million), with substantially stable operating margins (34.7%) compared to the same period of 2010, *restated* (35.4%).

EBIT Performance

Operating income (EBIT) was € 92.9 million for the first half of 2011 (€ 120.4 million for the first half of 2010, *restated*); EBIT margin was 21.4% (26% in the first half of 2010, *restated*).

Result for the Period

The result for the period attributable to the Group was a € 32.6 million loss (the loss amounted to € 8.4 million in the first half of 2010, *restated*).

Performance of Operating Cash Flow

Operating free cash flow generated in the first half of 2011 (€ 188.4 million) was € 11.2 million lower than the figure reported for the first half of 2010, *restated* (€ 199.6 million), reflecting the EBITDA trend, and was partially offset by the increase of € 14.1 million in operating working capital and the decrease of € 9.1 million following the changes in non-current operating liabilities. The negative trend of the operating free cash flow was influenced by the € 4.5 million increase in industrial investments (€ 20.5 million in the first half of 2011 compared to € 16.0 million in the first half of 2010).

Net Financial Debt

Net financial debt amounted to € 2,682.5 million as at 30 June 2011, down by € 48.5 million compared to 31 December 2010.

MAIN COMPANIES OF THE SEAT PAGINE GIALLE GROUP

SEAT PG S.p.A.

Sales of goods and services of SEAT Pagine Gialle S.p.A. amounted to € 335.4 million in the first half of 2011, down 2.6% compared to the first half of 2010, *restated*. These results are mainly due to the performance of the core business (Print-Online&Mobile-Voice), which, despite the decline of print and voice products, decreased by a mere 1.5% compared to the same period of the previous year, thanks to the sustained growth of the online business (+77.8%) which accounted for approximately 57% of total revenues.

In greater detail:

a) **Core revenues** amounted to € 303.3 million in the first six months of 2011, decreasing by 1.5% compared to the same period of the previous year and may be broken down as follows:

- **Print**: revenues of printed products amounted to € 92.7 million in the first half of 2011, down by 48.3% compared to the first half of 2010, showing a decrease in both PAGINEBIANCHE® and PAGINEGIALLE® revenues. The worsened performance of print products, however, was impacted also by the recent decision of the Company to unbundle PAGINEBIANCHE® online revenues, which amounted to € 48.5 million in the reporting period, and the company's sales policy oriented to accelerating the sale of multimedia packages (Print-Online&Mobile-Voice). Among the initiatives aimed at supporting print products, as announced early in the year, worthy of particular notice is the conclusion of the PagineGialle Promotion sales test in Bologna (based on the collection of promotional offerings of businesses distributed through a dedicated magazine, which is available both in print and online), with the distribution of about 90 thousand copies;

- **Online&Mobile**: online products reported € 191.2 million revenues in the first half of 2011, increasing by 77.8% compared to the first half of 2010, *restated*, including the unbundling of the online revenues of PAGINEBIANCHE®, amounting to € 48.5 million, excluding which the overall increase in revenues from traditional advertising products and online marketing services was 32.7%, showing an acceleration in the second quarter (+34.1%) compared to the first quarter (+31.4%).

  Among the product innovations under study, aimed at further consolidating the Seat PG leadership in the local segment, worthy of note are the couponing service and the launch of the new project LaMiaImpresaOnline.it in May. The latter project, which is carried out in partnership with Google and allows small and medium-sized enterprises to create websites on a self-provisioning basis and free of charge for the first year, led to the creation of over 20,000 websites, 80% of which were made by non-SEAT customers. Furthermore, it should be noted that SEAT mobile applications exceeded 1,150 thousand downloads from the application stores where they are available, thanks to PagineGialle Mobile, with 900 thousand downloads, and 89.24.24 Mobile and PagineBianche Mobile, both achieving the target of 250 thousand downloads;

- **Voice**: advertising revenues of the services 89.24.24 Pronto PAGINEGIALLE® and 12.40 Pronto PAGINEBIANCHE® amounted to € 19.4 million, down 8.5% compared to the first half of 2010, *restated*. This result reflected the performance of the second quarter of 2011 (+1.1%) improving compared to that of the first three months of 2011 (-16%), despite the above-mentioned sales strategies, which were mainly focused on the sale of online marketing products and services.

b) Other revenues and minor products: revenues from other products amounted to € 32.2 million in the first half of 2011, decreasing by € 4.1 million compared to the same period of 2010. These revenues refer primarily to the voice traffic (€ 23.3 million) generated by the services 89.24.24 Pronto PAGINEGIALLE® and 12.40 Pronto PAGINEBIANCHE®, decreasing by 10.7% compared to the first half of 2010. This item also includes € 3.5 million revenues from direct marketing products, merchandising activities and Sky offerings, which declined by € 2 million compared to the first half of 2010.

GOP amounted to € 164.6 million in the first half of 2011, increasing by 4.4% (€ 6.9 million) compared to the same period of 2010, *restated*, and reported a ratio to revenues of 49.1% (45.8% in the first half of 2010, *restated*), thanks to the containment of operating costs which more than offset the decrease in revenues.

EBITDA reached € 143.6 million in the first six months of 2011 and remained substantially stable compared to the same period of the previous year, *restated*, with a 42.8% ratio to revenues (41.7% in the first half of 2010, *restated*).

THOMSON

Revenues amounted to € 26.0 million in the first half of 2011 (£ 22.6 million), down by € 13.2 million (£ 11.5 million). The revenue performance for the first half of the year was negatively impacted by the different publication calendar. On a comparable publication and euro-sterling exchange rate basis, revenues for the first half of 2011 decreased by 21%, compared to the same period of 2010.

Online revenues increased to € 12.8 million for the first half of 2011 (€ 11.2 million for the first half of 2010, *restated*), due to the greater sales penetration of multimedia packages (accounting for 53% of revenues) locally and in the telephone sales channel.

GOP amounted to € 0.5 million in the first half of 2011, down by € 8.6 million compared to the first half of 2010, *restated* (€ 9.1 million). The lower personnel cost and, especially, the significant reduction in services costs as a result of the cost containment policy adopted by the Company offset the drop in revenues, albeit only partly.

EBITDA was negative at € 0.4 million for the first half of 2011 (positive at € 7.6 million for the first half of 2010, *restated*), down by € 8.0 million compared to the first half of 2010, *restated,* in line with the GOP performance. On a comparable publication and exchange rate basis, the margin decreased to € 3.5 million.

TELEGATE

Revenues decreased by 8.8% to € 55.9 million for the first half of 2011 (€ 61.3 million for the first half of 2010, *restated*), due to the ongoing reduction of calls to traditional directory assistance services, including the value-added and outsourcing services components. Online revenues increased to € 17.3 million.

In Germany, particularly where the directory assistance market is continuing to undergo a structural decline, voice traffic revenues amounted to € 34.0 million, with a decline of 18.5% compared to the same period of the previous year. In terms of turnover, the drop in the volume of calls was only partially offset by longer calls and higher rates. Also in 2011, Telegate has continued to pursue a process of transformation to focus its efforts on the local search market by offering an increasingly broad range of services and acting as marketing partner to small and medium-sized enterprises. Online advertising sales in the first half of 2011 amounted to € 17.2 million, accounting for approximately 33.6% of total revenues in Germany (about 25% in the first half of 2010, *restated*). Growth for the first half of 2011 amounted to € 3.3 million compared to the first half of 2010, *restated*, thanks to advertising sales and the positive contribution of revenues from the sale of Google Adwords™, an advertising program that enables companies to promote their products and services on the search engine of the US company.

GOP of the Telegate group amounted to € 9.0 million, down by about € 3.9 million compared to the first half of 2010, *restated*. This result is mainly attributable to the structural decline of the directory services market, which impacted the decrease in revenues, only partially offset by lower advertising expenses and lower costs for inbound call-centre services.

EBITDA amounted to € 6.8 million, down by € 4.3 million compared to the same period of the previous year, *restated*, in line with gross operating profit.

2011-2013 Strategic Guidelines and 2015 Projections

The Company will continue to focus on business development in Italy, with the goal of positioning itself as "the local Internet company" deeply rooted in the domestic market.
Alongside the wide range of multiplatform advertising services and products offered (Print-Online&Mobile-Voice), the Company will, in fact, keep its strategic focus on Web marketing services, through the creation of custom websites, multimedia content development, visibility on search-engines, e-commerce and info-commerce services and mobile presence, in order to increasingly facilitate small and medium-sized businesses entry into the Web market.
In particular, during the next three years, the Company's business development will be hinged on some Strategic Guidelines:

- Usage support through platforms innovation and the development of new mobile applications.

- Brands integration in order to maximize the synergy of all product platforms.

- Development of new business models that can supplement traditional revenues with new additional revenues, such as the presence on social networks and self-provisioning platforms and couponing.

- Product innovation in order to provide users with detailed information and sophisticated search tools and advertisers with a wide range of supplementary advertising tools.

- Go-to-market strategy with the aim to satisfy, at best, customers' communications needs and to increase the effectiveness and quality of products and services.

- Review of the customer care system in order to improve relations with the customer base and increase its satisfaction level.

- Operating costs containment program in order to support margins, given the change in the revenue mix in favour of online activities.

- Processes re-engineering according to a Web-focused business approach.

2011-2013 Guidelines

During 2011, the Company will continue to focus on the evolution of products and services offered to small and medium-sized enterprises in the Italian market, enhancing their presence on the Web and leveraging the potential of new technologies in order to increase efficiency and competitiveness in local, national and international markets.

The Strategic Guidelines for new product and service development for 2011 will be centred around the local, mobile and social aspects of the business, and will include some innovations such as the new forms to enhance customers' website features, the presence on social networks, the possibility of using a platform in self-provisioning mode and couponing services. Through these innovations, which will supplement the existing product line offered to small and medium-sized enterprises (SMEs) — including among others the creation of custom websites, multimedia content development, search engine visibility, e-commerce and info-commerce services and mobile presence — the Company will establish itself on the market as "the local Internet company".

During the 2011 financial year, the customer base contraction trend is expected to improve (-7% in the 2010 sales cycle) and, especially, the change in the revenue mix is expected to become more pronounced, which should support the Company's business in a still uncertain economic environment.

Particularly in Italy, a decline in total revenues of between 5% and 7% compared to those of 2010 *restated* is expected, with projected revenues growth for online products, including the online component of PAGINE BIANCHE® revenues, exceeding 50%; the share of online marketing services is expected to be around 30% of Web revenues, also reflecting the achievement of the overall target of 180 thousand multimedia packages sold. Margins on Italian operations are expected to exceed 46%.

At Group level, in a scenario of declining revenues, the measures to contain operating costs are expected to contribute to EBITDA, which is forecast to amount to between € 365 and € 385 million (€ 415 and € 435 million on the basis of previous accounting standards), down from € 416 million in 2010, *restated* (€ 483 million with previous accounting standards). Operating Free Cash Flow is expected to benefit from a marked improvement in operating working capital that will start benefiting from the effects of the working capital reduction program commenced at the beginning of the financial year, as well as from the positive effect resulting from applying the new accounting policies.

2012- 2013

In the 2012 sales cycle, the customer base in Italy is expected to stabilise and/or grow and, following the completion of the company's transformation into "the local Internet company", revenues will increase until reaching, in 2013, substantially the same levels of 2011.

At Group level, EBITDA, after recording in 2012 the minimum value within the 2011-2013 Guidelines period, mainly because of lower margins due to the launch of new online products and services, is expected, in 2013, to move back to approximately the same levels as those recorded in 2011 (about € 360 to € 380 million). For clarity of disclosure, it should be noted that the corresponding Group EBITDA values resulting from applying the previous accounting standards are approximately € 375 to € 395 million, showing a difference between new and previous accounting policies of about € 15 million in 2013, thus posting, as noted in "Change in Accounting Policies", a partial recovery compared to the difference of about € 67 million in 2010.

The planned radical transformation of the business and the resulting marked change in the revenue mix from print to online businesses, with online marketing services increasingly weighing on total online revenues, will require an alignment of the cost structure to the new revenue mix. To this end, a series of measures have already been identified that will allow a reduction in operating costs estimated in excess of € 50 million compared to an initial trend, particularly relating to traditional activities; this reduction will partly offset the increased resources devoted to the development of online marketing services and will allow the company in 2013 to keep its margins in Italy in excess of 45%, in line with the peculiarities of the Italian market.

Operating free cash flow is expected to remain at high levels at around € 1,100 million combined in the three-year period 2011-2013, supported by targeted industrial investments, which are expected to be below € 50 million per year, primarily aimed at product innovation, and benefiting from the working capital improvement program.

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2015 Projections

After the transformation into "the local Internet company" is completed, the growth trend is expected to continue even throughout 2014 and 2015 when the Strategic Guidelines mentioned above will be completed and their effects fully realized.

In Italy, during this period, the revenue mix is expected to develop in favour of the online component, with a share of online revenues out of total revenues that is expected to stand at around 80% in 2015 and with online marketing services accounting for about 50% of total Web revenues. According to projections, in 2015 Group EBITDA should exceed € 400 million (showing no substantial difference under the new or previous accounting policies).
The approval of the 2011-2013 Guidelines and the 2015 Projections is closely linked with issues related to the rebalancing of the Company's financial and capital structure, because (i) they are based on the reasonable expectation that negotiations with creditors can reach an outcome that will enable and support the continuation of operating activities in accordance with those Guidelines and 2015 Projections; (ii) one of the main outputs of the Guidelines and 2015 Projections consists of identifying the cash flow generation capacity expected in the period.

For this reason, the Guidelines and the 2015 Projections will be subject to an Independent Business Review (IBR); the firm PWC has been identified as the independent consultant and commissioned by the Company in agreement with some of its major financial creditors.

Convening of Shareholders' Meeting

The application of the new accounting policies resulted in a reduction of equity at 1 January of approximately € 144 million; as at 30 June 2011, as a result of the above reduction added to net accumulated losses, the Group's equity amounted to € 192.3 million and the Parent Company's equity to € 201.5 million, thereby placing the company in the situation provided for by Article 2446 of the Italian Civil Code, since accumulated net losses exceed one third of the share capital.

As a result of the above mentioned situation, the Board of Directors voted to authorise the Chairman to convene the Extraordinary Shareholders' Meeting on 6 October, 2011, in a single call, in order to take appropriate measures pursuant to article 2446 of the Italian Civil Code.

Please note that the Directors' Report, pursuant to Article 2446 of the Italian Civil Code and Article 74 of CONSOB Rules for Issuers, will be made available, in accordance with law. The Board of Directors is oriented towards proposing Shareholders to postpone the adoption of the measures referred to under Article 2446 of the Italian Civil Code to a future Shareholders' Meeting, within the next financial year.

Commencement of Technical Roundtables for the Long-term Rebalancing of the Company's Financial Position

Various initiatives were commenced by the Company's advisors aimed at creating the necessary environment to start negotiations with key reference stakeholders in order to achieve a solution for the long-term stabilisation of the Company's financial structure.

The establishment of the Committee of a group of Lighthouse Bondholders, which through its advisors Lazard and the law firm Latham & Watkins has already started negotiations with the Company and the fact that RBoS (Senior Lender) and a group of Senior Secured Notes holders have manifested their availability to consider solutions aimed at the long-term stabilisation of the Company's financial structure constitute a positive response for the effective management of the negotiation process.

The availability of the Guidelines will provide an immediate impetus to the negotiations of a more strictly commercial nature between the various parties involved in the transaction; it is therefore reasonable to expect that over the next few months a common negotiation basis, as well as the consequent technical solutions, will be identified and shared.

Impairment Test

Following the approval of the Guidelines and 2015 Projections, it was possible to conduct the goodwill impairment test on the basis of updated prospective cash flows and financial parameters.

In the 2010 financial statements, in the absence of a multi-year plan, the test was carried out by prudentially limiting the time span of forecast data (2011 budget and 2012 sensitivity analysis) and by using as financial benchmarks the data extracted from analysts' consensuses.

At the end of the test as at 30 June 2011, the Company appointed a leading professional who issued an appraisal on the values resulting from the impairment test for theSeat Pagine Gialle S.p.A. CGU, highlighting that no write down of the goodwill was required.

With reference to the other Group companies, the Board of Directors, following the impairment test, carried out the following write-downs:

- write-down of the financial receivable from TDL Group for about € 19 million and of the equity investment in Telegate holding for approximately € 3.5 million, in the statutory financial statements;
- write-down of the goodwill of the TDL Group for approximately € 16 million and of the Telegate group for about € 1.3 million, in the consolidated financial statements.

Going Concern Assumption

Due to uncertainties with particular reference to certain prospective indicators, which impact on the going concern assumption, the Board of Directors has made the necessary controls and has developed a reasonable expectation that, also in light of the availability of creditors and stakeholders to collaborate, the Company can define a consensual operation aimed at rebalancing the Group's financial structure, in line with expected cash flows and able to support the operating activities as defined in the Guidelines and 2015 Projections. In light of the above-mentioned reasons, the going concern assumption continued to be adopted in preparing the First Half Report as at 30 June 2011, as better described in the First Half Report.

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Chief Financial Officer Massimo Cristofori, in his capacity as the manager responsible for preparing the Company's financial reports declares, pursuant to paragraph 2 of Article 154-*bis* of Italy's Consolidated Law on Finance, that the accounting information contained in this press release corresponds to the documented results, books and accounting records.

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Disclaimer

This press release contains forward-looking statements, referring to: investment plans, future management performance, growth objectives in terms of revenues and results, both globally and by business areas, net financial position and other aspects of the Group's activities. Forward-looking statements contain a risk and uncertainty factor as they depend on possible future events and developments. Actual results may differ significantly from those announced due to different factors.

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The Group's results for the first half of 2011, the 2011-2013 Guidelines and 2015 Projections will be presented by the Chief Executive Officer Alberto Cappellini, during the conference call to be held on 30 August, at 2:30 p.m. (CET)

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

SEAT Pagine Gialle Group

Reclassified Consolidated Statements of Operations

(euro/mln)	1st half year 2011	1st half year 2010 restated	Change Absolute	%	Year 2010 restated
Revenues from sales and services	**433.2**	**462.4**	**(29.2)**	**(6.3)**	**1,034.4**
Materials and external services	(167.5)	(175.1)	7.6		(379.3)
Salaries, wages and employee benefits	(90.7)	(106.1)	15.4		(198.9)
Gross operating profit (GOP)	**175.0**	**181.2**	**(6.2)**	**(3.4)**	**456.2**
% on revenues	*40.4%*	*39.2%*			*44.1%*
Other valuation adjustments and provisions to reserves for ris	(22.8)	(17.2)	(5.6)		(38.4)
Other income (expenses)	(2.0)	(0.4)	(1.6)		(1.3)
Operating income before amortisation, depreciation, non-recurring and restructuring costs, net (EBITDA)	**150.2**	**163.6**	**(13.4)**	**(8.2)**	**416.5**
% on revenues	*34.7%*	*35.4%*			*40.3%*
Operating amortisation, depreciation and write-down	(30.0)	(32.6)	2.6		(65.1)
Non-operating amortisation and write-down	(18.9)	(1.5)	(17.4)		(685.6)
Non-recurring and restructuring costs, net	(8.4)	(9.1)	0.7		(40.6)
Operating income (EBIT)	**92.9**	**120.4**	**(27.5)**	**(22.8)**	**(374.8)**
% on revenues	*21.4%*	*26.0%*			*(36.2%)*
Interest expense, net	(129.5)	(118.8)	(10.7)		(254.0)
Profit (Loss) before income taxes	**(36.6)**	**1.6**	**(38.2)**	**n.s.**	**(628.8)**
Income taxes	4.5	(8.2)	12.7		(87.9)
Profit (Loss) on continuing operations	**(32.1)**	**(6.6)**	**(25.5)**	**n.s.**	**(716.7)**
Profit (Loss) from non-current assets held for sale and discontinued operations	-	(0.2)	0.2		(0.2)
Profit (loss) for the period	**(32.1)**	**(6.8)**	**(25.3)**	**n.s.**	**(716.9)**
of which pertaining to the Group	(32.6)	(8.4)	(24.2)		(718.1)
of which non-controlling interests	0.5	1.6	(1.1)		1.2

SEAT Pagine Gialle Group

Consolidated Statements of comprehensive income

(euro/mln)		1st half year 2011	1st half year 2010 restated	Change	Year 2010 restated
Profit (loss) for the period	**(A)**	**(32.1)**	**(6.8)**	**(25.3)**	**(716.9)**
Profit (loss) for "cash flow hedge" instruments		7.4	(1.1)	8.5	9.6
Profit (loss) for foreign exchange adjustments		1.0	(1.0)	2.0	(0.5)
Actuarial gain (loss) recognised to equity		2.4	(1.5)	3.9	(1.2)
Total other comprehensive income (loss), net of tax effect	**(B)**	**10.8**	**(3.6)**	**14.4**	**7.9**
Total comprehensive income (loss) for the period	**(A + B)**	**(21.3)**	**(10.4)**	**(10.9)**	**(709.0)**
- of which pertaining to the Group		(21.8)	(12.0)	(9.8)	(710.2)
- of which non-controlling interests		0.5	1.6	(1.1)	1.2

SEAT Pagine Gialle Group

Reclassified Consolidated Statements of Financial Position

(euro/mln)		At 30.06.2011	At 31.12.2010 restated	Change	At 30.06.2010 restated
Goodwill and customer database		2,630.5	2,651.3	(20.8)	3,337.8
Other non-current assets (*)		204.9	242.0	(37.1)	243.2
Non-current liabilities		(58.0)	(82.7)	24.7	(78.4)
Working capital		63.4	102.3	(38.9)	116.7
Non-current assets held for sale, net		(0.3)	(0.3)	-	0.1
Net invested capital		**2,840.5**	**2,912.6**	**(72.1)**	**3,619.4**
Equity of the Group		192.3	213.6	(21.3)	911.9
Non-controlling interests		13.3	15.0	(1.7)	18.8
Total equity	**(A)**	**205.6**	**228.6**	**(23.0)**	**930.7**
Net financial debt		**2,682.5**	**2,731.0**	**(48.5)**	**2,734.9**
Transaction costs on loans and securitisation program not yet amortised		(52.8)	(60.8)	8.0	(69.6)
Net market value of "cash flow hedge" instruments		5.2	13.8	(8.6)	23.4
Net financial debt - "book value"	**(B)**	**2,634.9**	**2,684.0**	**(49.1)**	**2,688.7**
Total	**(A+B)**	**2,840.5**	**2,912.6**	**(72.1)**	**3,619.4**

(*) Includes financial assets available for sale.

SEAT Pagine Gialle Group

Consolidated cash statement of cash flows

(euro/mln)	1st half year 2011	1st half year 2010 restated	Change	Year 2010 restated
Operating income before amortisation, depreciation, non-recurring and restructuring costs, net (EBITDA)	150.2	163.6	(13.4)	416.5
Gains (losses) from discounting operating assets and liabilities	(0.8)	(1.6)	0.8	(2.7)
Decrease (increase) in operating working capital	70.6	56.5	14.1	48.1
(Decrease) increase in operating non-current liabilities (*)	(11.1)	(2.0)	(9.1)	(6.1)
Capital expenditure	(20.5)	(16.0)	(4.5)	(40.3)
(Gains) losses on disposal of non-current assets	-	(0.9)	0.9	(0.9)
Operating free cash flow	**188.4**	**199.6**	**(11.2)**	**414.6**
Payment of interest expense, net	(112.8)	(85.8)	(27.0)	(196.4)
Payment of transaction financial costs	-	(22.2)	22.2	(26.5)
Payment of income taxes	(5.2)	(4.3)	(0.9)	(85.4)
Payment of non-recurring and restructuring expense	(15.0)	(28.0)	13.0	(35.1)
Distribution of dividends	(2.3)	(3.4)	1.1	(3.4)
Share buy-back by Telegate AG	-	-		(3.4)
Flows on "Non-current assets held for sale and discontinued operations"	-	(0.1)	0.1	(0.2)
Foreign exchange adjustments and other movements	(4.6)	(28.0)	23.4	(32.5)
Change in net financial debt	**48.5**	**27.8**	**20.7**	**31.7**

(*) The changes don't include the non monetary effects arising from profit and losses recognised to equity.

SEAT Pagine Gialle Group

Information for Business Areas

(euro/mln)		Italian Directories	UK Directories	Directory Assistance	Other Activities	Aggregate Total	Eliminations and other adjustments	Consolidated Total
Revenues from sales and services	1st half year 2011	335.4	26.0	61.0	20.7	443.1	(9.9)	433.2
	1st half year 2010 restated	344.3	39.2	73.5	24.9	481.9	(19.5)	462.4
	Year 2010 restated	797.5	73.6	140.7	55.1	1,066.9	(32.5)	1,034.4
Gross operating profit (GOP)	1st half year 2011	164.6	0.5	9.2	0.4	174.7	0.3	175.0
	1st half year 2010 restated	157.7	9.1	13.7	0.4	180.9	0.3	181.2
	Year 2010 restated	411.9	13.6	25.9	4.4	455.8	0.4	456.2
Operating income before amortisation, depreciation, non-recurring and restructuring costs, net (EBITDA)	1st half year 2011	143.6	(0.4)	6.9	0.1	150.2	-	150.2
	1st half year 2010 restated	143.5	7.6	12.5	0.1	163.7	(0.1)	163.6
	Year 2010 restated	378.4	10.6	23.7	4.0	416.7	(0.2)	416.5
Operating income (EBIT)	1st half year 2011	112.8	(18.3)	0.6	(2.3)	92.8	0.1	92.9
	1st half year 2010 restated	114.0	4.8	4.6	(3.0)	120.4	-	120.4
	Year 2010 restated	(356.5)	(8.5)	(7.3)	(2.4)	(374.7)	(0.1)	(374.8)
Total assets	30 June 2011	3,463.8	67.2	208.2	45.2	3,784.4	(89.6)	3,694.8
	30 June 2010 restated	4,280.8	127.8	249.9	309.2	4,967.7	(345.9)	4,621.8
	31 December 2010 restated	3,580.0	101.4	217.4	248.8	4,147.6	(305.9)	3,841.7
Total liabilities	30 June 2011	3,397.3	85.7	74.9	37.1	3,595.0	(105.9)	3,489.1
	30 June 2010 restated	3,513.3	138.1	80.0	299.0	4,030.4	(339.2)	3,691.2
	31 December 2010 restated	3,469.0	127.6	81.0	238.5	3,916.1	(303.0)	3,613.1
Net invested capital	30 June 2011	2,734.5	8.9	88.6	15.2	2,847.2	(6.7)	2,840.5
	30 June 2010 restated	3,459.3	41.4	110.9	14.6	3,626.2	(6.8)	3,619.4
	31 December 2010 restated	2,794.8	24.2	85.5	14.9	2,919.4	(6.8)	2,912.6
Capital expenditure	1st half year 2011	14.6	1.5	2.5	1.8	20.4	0.1	20.5
	1st half year 2010	12.1	0.9	1.5	1.5	16.0	-	16.0
	Year 2010 restated	31.3	2.1	2.7	4.4	40.5	(0.2)	40.3
Average workforce	1st half year 2011	1,027	630	1,922	333	3,912	-	3,912
	1st half year 2010	1,219	687	2,444	373	4,723	-	4,723
	Year 2010 restated	1,129	676	2,327	361	4,493	-	4,493
Sales agents (average number)	1st half year 2011	1,406	-	2	43	1,451	-	1,451
	1st half year 2010	1,593	-	2	43	1,638	-	1,638
	Year 2010 restated	1,565	-	2	41	1,608	-	1,608

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