



PRESS RELEASE

EZIO CRISTETTI APPOINTED GENERAL MANAGER IN SIGN OF FULL CONTINUITY OF MANAGEMENT WITH ALBERTO CAPPELLINI'S TENURE

Turin, 4 April 2012 – This press release refers to the press release issued on 25 March 2012, in which the Board of Directors of Seat Pagine Gialle — confirming their unconditional confidence in the Company's management and their ability to implement the guidelines defined and agreed upon with the late Chief Executive Officer and General Manager, Alberto Cappellini, in a continuous manner — announced that a board meeting was to be held in short order to take the required decisions.

The Company's Board of Directors met today, deciding to keep the company function of General Manager until the completion of the financial restructuring process that is to result in profound changes in the ownership structure in the coming months, as is common knowledge, due to the conversion of the subordinated debt into equity.

The role of General Manager for such interim period has been entrusted to Ezio Cristetti, currently the head of Human Resources & Organisation Department, who, in this capacity, had been tasked by Alberto Cappellini with ensuring the implementation of the ongoing company transformation plans and the adequacy of the required resources and systems in keeping with the Group's strategic vision.

Ezio Cristetti will be tasked with steering and coordinating teamwork between the Company's various departments, thus ensuring consistent guidance during the implementation and execution phase of the business plan laid down by Alberto Cappellini.

The Administration, Finance & Control Department — whose head, Massimo Cristofori, will refer to the Board of Directors through the Steering Committee — will coordinate the preliminary and implementation processes of the financial restructuring process currently underway.



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