

Sèvres, February 6, 2006

PagesJaunes joins forces with Allociné and the Institut Géographique National as part of its strategy of enriching the editorial services of pagesjaunes.fr

PagesJaunes, the number one in the French market in printed and online directories, is joining forces with two leading operators in their field: Allociné and the Institut Géographique National (IGN), in order to enrich the editorial offering on pagesjaunes.fr, the fifth most visited French website¹. These alliances reflect PagesJaunes' ambition to develop a policy of innovative and attractive content on the Internet.

Objectives for 2006: to give Internet users even more

PagesJaunes is offering new, enriched content that is relevant and of high quality. It will be consistent with the existing offering on pagesjaunes.fr and is due to go online from April 2006. These partnerships will enhance the value of the service provided for Internet users and advertisers:

- The agreement signed with Allociné, the leading French cinema portal on the Internet, with a 15% monthly reach rate, will provide access from pagesjaunes.fr to Allociné's programme, trailer and cinema booking services. This new service from PagesJaunes is designed to make it easier to arrange cinema visits, which total around 180 million per year in France².
- With the Institut Géographique National (IGN), PagesJaunes is providing users and advertisers with an aerial photograph service covering the whole of France (37 conurbations have already been covered since June 2005). The new service, developed with the IGN in technical partnership with Mappy, will provide high-definition aerial views which can be superimposed on and cross-faded to maps of the whole of France. You will not be able to see the White House, but you will see your back garden!

The editorial services of pagesjaunes.fr accounted for around 700 million page views in 2005³. The partnerships entered into today with Allociné and the IGN reinforce these existing services, namely:

- Town plans of all districts in metropolitan France
- Route planning
- Four million city photos in 25 cities
- And since February 2005, the "Ville en direct" service, which provides access to weather forecasts, traffic information for the Ile-de-France region and the motorway network and 200 webcams across France.

¹ With a monthly reach rate of over 36%: number of Internet users visiting the site at least once in the month in question as a proportion of the actual number of active Internet users during the period – Source: Médiamétrie//NetRatings – France Panel – home and/or work – Internet applications excluded – domain classification – 2005.

² Source: CNC, 2004.

... and to continue the strategy of strengthening local information services

Pagesjaunes.fr is the preferred local search service among people in France. This leading position takes on a new dimension with the partnerships with Allociné and IGN. They are fully in line with the development strategy of pagesjaunes.fr, which seeks to be a “**driver of commercial relations**”, **building links between private individuals and businesses**, in particular by promoting contact and the integration of reservation services.

The development of services with a strong editorial content is a powerful audience generator to underpin the growth of pagesjaunes.fr, which recorded 538 million visits³ in 2005, a rise of 41% compared to 2004. This growth substantially exceeded that of the Internet market as a whole, which grew 23%¹ over the same period.

The editorial services of PagesJaunes are set to be further enriched in the months ahead.

About PagesJaunes

The PagesJaunes Group, a subsidiary of France Télécom, is France's leading publisher of directories for the general public and businesses. It publishes a range of printed and online directories, including the PagesJaunes directory, pagesjaunes.fr, the Annuaire, 118 008 and the PagesPro directories in France, QDQ, La Guia Util and QDQ.com in Spain, Telecontact in Morocco and the Kompass directories in France, Spain, Morocco, Belgium and Luxembourg. The Group also provides a range of complementary services such as the geographic services of Mappy and, in the field of relational marketing, the sale of data files and the processing of marketing databases by Wanadoo Data.

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³ Source : Médiamétrie / eStat, 2005.