



Sèvres, 19 March 2010

PagesJaunes Groupe acquires 123people

- **PagesJaunes Groupe announces that it has acquired 123people, the global leader in real-time people search service on the Internet.**
- **This strategic operation enables PagesJaunes Groupe to strengthen its Internet leadership by joining forces with 123people, the benchmark brand which has an audience¹ of over 40 million unique visitors in 11 countries and proven know-how in natural listing and meta-search on the web.**

PagesJaunes Groupe, the leader in local advertising and information, today announces that it has finalised an agreement under which it now holds 100% of the capital of 123people, the worldwide leader in real-time people search.

Launched in 2008, 123people has rapidly become the global benchmark operator in the people search market, a segment which represents 30% of total Internet searches. With sites launched in over 10 countries (France, Spain, Austria, United States, Canada, Germany, UK, etc.), it has demonstrated its ability to develop relevant services and large audiences (over 40 million unique visitors at the beginning of 2010, 24 months after the service was launched), build over 200 editorial and affiliation partnerships and achieve steady growth in revenues and profitability.

Jean-Pierre Remy, Chief Executive Officer of PagesJaunes Groupe, said: *"We are delighted to have acquired 123people, which fits perfectly with our growth strategy and reinforces our leadership in people search on the Internet. 123people is a genuine Internet success story and will enable us to accelerate the growth of our audiences and offer advertisers additional visibility and traffic. With this acquisition, PagesJaunes Groupe will significantly increase its total audience, strengthen its expertise in natural listing and benefit from new synergies between 123people and the Group's sites in France and Spain".*

Russell E. Perry, CEO of 123people, said: *"The team of 123people is very excited to be part of PagesJaunes Group. In the past two years we have been able to introduce and prove a successful multi-tier business model by offering users a unique service and offering partners a high-quality online advertising outlet for their products and services. Looking ahead, we now have the opportunity to shift into high-gear through the support and strength of being an integral part of a leading and established corporation".*

With its focus on real-time aggregation of the public information available on the web, the 123people search service will in particular increase the audience of the Group's sites, including the new version of pagesblanches.fr which will be launched in the next few days.

PagesJaunes Groupe on the Internet: key figures

- €500 million of revenues generated on the Internet in 2009, 43% of the Group's total revenues
- Sixth-largest company in the world in terms of Internet advertising revenues – the top five being American companies
- 1.2 billion visits in Europe in 2009 across all of the Group's sites (pagesjaunes.fr, mappy.com, annoncesjaunes.fr, etc.)
- Over 80 million visits per month on pagesjaunes.fr
- pagesjaunes.fr reaches one Internet user in two in France each month
- 70% of our 700,000 advertisers in France are present on our Internet sites

¹ Source: sitecentric.

About PagesJaunes Groupe

PagesJaunes Groupe is the leader in France in local advertising and information, generating consolidated revenues of almost €1.2 billion in 2009. PagesJaunes' services can be accessed through printed directories (the PagesJaunes directory), directory enquiry services by telephone and SMS (118008) and the Internet. PagesJaunes Groupe's fixed and mobile Internet sites, primarily pagesjaunes.fr, mobile.pagesjaunes.fr, mappy.com and annoncesjaunes.fr, are visited by one Internet user in two in France each month.

PagesJaunes Groupe has a sales force of more than 2,300 sales advisers in France and Spain and provides a comprehensive range of advertising products for its 770,000 local and national advertising customers. PagesJaunes Groupe is one of the three largest Internet advertising representatives in France. With over €500 million of Internet revenues in 2009, representing 43% of consolidated revenues, PagesJaunes Groupe ranks first in Europe in terms of Internet advertising revenues.

PagesJaunes Groupe is listed on NYSE Euronext Paris – compartment A (PAJ). Information on PagesJaunes Groupe is available at <http://www.pagesjaunesgroupe.com>.

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