



Sèvres, July 27, 2007

PagesJaunes Groupe and the M6 Group announce a strategic partnership in small ads on the Internet

PagesJaunes Groupe and the M6 Group have entered into a strategic partnership on the Internet, in order to jointly develop the annoncesjaunes.fr website. The aim is to make it the multi-segment leader in small ads on the Internet, with a presence in the real estate and motor vehicles segments, and ultimately in other segments, particularly employment. The M6 Group will acquire a 34% holding in the capital of PagesJaunes Petites Annonces, currently a 100% subsidiary of PagesJaunes Groupe, for €16 million by way of an increase in capital.

The annoncesjaunes.fr site currently carries 400,000 advertisements for real estate and motor vehicles¹. This partnership will make it possible to accelerate the development of annoncesjaunes.fr in the dynamic online small ads market in France, thanks in particular to the prominence given to annoncesjaunes.fr on the M6 media, with the aim of rapidly establishing a new benchmark operator in a fast-growing market.

annoncesjaunes.fr is backed by the commercial strength and Internet expertise of PagesJaunes, with 4,000 advertisers recruited as at June 30, 2007 and 618,000 unique visitors² in June 2007. After just six months of operation, annoncesjaunes.fr occupies a significant position in an online small ads market which is set to grow at an estimated annual rate of around 20% between 2007 and 2012³.

The partnership between M6 and PagesJaunes Petites Annonces will benefit both the advertisers and the users of annoncesjaunes.fr, because of the stronger brand awareness resulting from the increased exposure of the annoncesjaunes.fr service on the sites of the M6 Group and the media strength of M6 both in television and on the Internet. The users of annoncesjaunes.fr will also have access to enriched editorial content, including, for example, the tests on turbo.fr. For their part, the users of the M6 sites such as m6.fr or turbo.fr will have direct access to the small ads of annoncesjaunes.fr.

Nicolas de Tavernost, Chairman of the Board of Directors of M6, said: "By taking a strategic stake, the M6 Group is positioning itself in the buoyant small ads market alongside a recognised player. The outlook for growth in the small ads market is being boosted by the rise in the number of advertisers on digital media. The M6 Group will make available the power of its media, brands and content to boost the development of annoncesjaunes.fr."

¹ As at June 30, 2007

² Nielsen//Netratings

³ Estimate by PagesJaunes Groupe for the online real estate and motor vehicles small ads segment



Michel Datchary, Chief Executive Officer of PagesJaunes Groupe said: "The partnership with a Group of the quality of M6 is an important strategic move for PagesJaunes Groupe. It enables us to accelerate our development in online real estate and motor vehicle small ads and to secure a sizable market share more rapidly. The teams at PagesJaunes and M6 share an enthusiastic vision of this market."

About M6 Group

M6 is the second generalist FTA channel on the commercial target of under 50 years old audience. The Group has developed a family of 9 channels, including Paris Première, Téva and W9. W9 ranked as the first channel among new free DTT channels in the second quarter of 2007. M6 Group has also developed diversification businesses, as publishing activities (collections, licensing, music) via its subsidiary M6 Interactions, Internet via the M6 Web subsidiary, proposing more than 50 websites, and mobile phone services with the successful (1 million clients) M6 mobile by Orange agreement, dedicated to 15-25 years old.

M6 Group is now facing the digital revolution as a multimedia player. The group centralises and allocates the channels' contents on all media, such as mobile broadcasting and new video on demand services. M6 develops number of websites, of which M6.fr, ranking as the second audiovisual website in France. The Group has also stepped up its community offering, with the launch of 2.0 websites, promoting new ways of interactivity and entertainment.

Information on M6 Group are available on <http://www.m6groupe.com>

About PagesJaunes Groupe

PagesJaunes Groupe is the leading European publisher of directories on the Internet (pagesjaunes.fr, qdq.com) and the leading publisher of printed directories in France (the PagesJaunes directory and *l'Annuaire*).

PagesJaunes Groupe also publishes directories for the general public in Spain, Morocco and Luxembourg, operates telephone directory enquiry services in France (118 008) and Spain (118 75) and provides complementary services such as the geographic services of Mappy and the direct marketing services of PagesJaunes Marketing Services, as well as online small ads in the real-estate and vehicle markets with PagesJaunes Petites Annonces (annoncesjaunes.fr).

PagesJaunes Groupe had almost 750,000 advertisers in France, Spain, Luxembourg, Belgium and Morocco in 2006. PagesJaunes Groupe is the second largest French company in terms of advertising revenue.

PagesJaunes Groupe is listed on Euronext Paris (PAJ).

Information on PagesJaunes Groupe is available at <http://www.pagesjaunesgroupe.com>.



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