



Sèvres, 24 June 2008

## **QDQ Media, a subsidiary of PagesJaunes Groupe, signs an agreement with Google to develop local online advertising in the Spanish market.**

QDQ Media, the subsidiary of PagesJaunes Groupe in Spain, has signed an agreement with Google to resell Google AdWords to local advertisers in Spain.

QDQ Media will rely on its sales force of over 400 field and telesales personnel based at seven branches across the Iberian Peninsula to market a Google AdWords based product to its 77,200 advertisers<sup>1</sup> and to its prospects.

This agreement provides a perfect complement to QDQ Media's existing Internet advertising products. It will enable QDQ Media's advertisers to increase their coverage of the Spanish market by maintaining visibility not only in QDQ Media's printed directories and on QDQ.com, but also on Google and Google Maps, in a simple and profitable way. With a fixed annual charge, this offering to Spanish SMEs will include a budget for purchasing keywords and a service enabling this budget to be optimised in line with the needs of each advertiser.

More generally, this agreement fits with QDQ Media's commercial strategy, which is aimed in particular at improving new customer recruitment (new sales organisation, more local segmentation, etc.) and providing the best Internet offering in the market for all SMEs, in terms of both audience and service quality. Sales of QDQ Media's Internet advertising products totalled €10.9 million in 2007. This figure represents a rise of 25.2% compared to 2006 and amounts to 22.8% of revenues. QDQ Media had 37,550 online advertisers in 2007.

This agreement is expected to contribute to the expansion and revenue growth of QDQ Media and should enable SMEs to energise their sales in an economy affected by the crisis in the real-estate and construction sectors, which had been the drivers of growth in Spain.

Pascal Garcia, Chief Executive Officer of QDQ Media, said: "We are delighted with the agreement between QDQ Media and Google. It will enable our local customers to promote their commercial information on the Internet and benefit from exposure on QDQ.com and Google. This product offering, delivered by the QDQ Media sales force with the aid of its extensive experience of the Internet market, will be an essential tool for local advertisers in Spain."

### **About QDQ Media**

QDQ Media, the Spanish subsidiary of PagesJaunes Groupe, is a key publisher of directories on all media accessible to users, comprising both printed directories with QDQ La guía útil and Internet directories with QDQ.com.

As a well-established operator in the telephone directory sector, with 78 directories covering the whole of Spain and around 15 million copies distributed free each year, QDQ Media has a database of 2,000,000 companies and businesses.

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<sup>1</sup> As at 31 December 2007



QDQ.com, the online version of QDQ La guía útil, followed up on the successful launch of its single-field search engine by strengthening its leading position in innovation and the development of useful services and content for Internet users in 2006. It added new cities to its photographic street directories, weather forecasts and traffic webcams for the major cities and is now also adding cities in 3D. All these services can be accessed in the official languages of Spain and in French, English and Portuguese. According to figures from OJD, www.qdq.com had almost 1.5 million unique users in May 2008. Together with the over 1.1 billion pages consulted and 194 million searches in the last rolling 12-month period, it consolidates the position of QDQ.com as the benchmark for Internet directories.

### **About the Authorised Google AdWords Reseller Program**

The Authorised Google AdWords Reseller programme is designed to build on the reseller's existing relationships with advertisers, particularly small and medium-sized businesses, and encourage them to use online advertising as a cost-effective way to find and target new customers, whether they are just around the corner or across the globe.

Authorised Google AdWords Resellers provide full-service AdWords account management on behalf of local merchants, from account setup and activation, to ongoing campaign maintenance and optimisation. As an Authorised Google AdWords Reseller, the reseller's sales force and customer service are equipped and trained to help local businesses efficiently tap into the power and reach of the Google AdWords online advertising platform.

### **About PagesJaunes Groupe**

PagesJaunes Groupe is the leading European publisher of directories on the Internet (pagesjaunes.fr, qdq.com).

PagesJaunes Groupe also publishes consumer directories in Spain, Morocco and Luxembourg, operates directory enquiry services by SMS (32008) and by telephone in France (118 008) 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). It is also present in Internet advertising representation with the Horyzon segment.

PagesJaunes Groupe had almost 763,000 advertisers in France, Spain, Luxembourg and Morocco in 2007. PagesJaunes Groupe is the second largest French company in terms of advertising revenues.

PagesJaunes Groupe is listed on NYSE Euronext Paris – compartiment A (PAJ).

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

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### **About Google Inc.:**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising programme provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google's headquarters are in Silicon Valley, California with offices throughout the Americas, Europe and Asia. For more information, visit [www.google.es](http://www.google.es).