



## PRESS RELEASE

### **“Ready to Print?”: SEAT PG Offers You Up to 60 Free Prints on Snapfish.it**

***The promotion, launched on 19 July, is aimed at all users of the 1240 Pronto Pagine Bianche service***

Turin, 26 July 2010 – SEAT Pagine Gialle has launched “*Pronto? Si stampa!*”, a campaign organised in partnership with Snapfish, the HP portal on which users can archive, develop and print their photographs and even have digital prints delivered to their homes. The competition offers all users of the 1240 Pronto PagineBianche service the chance to win up to 60 free prints.

It couldn't be easier to enter: anyone using the 1240 Pronto PagineBianche service from 19 July to 19 September 2010 will receive a code, sent by text message directly to the user's mobile. At the same time the telephone operator will give full details of how the recipient can use the code and access the promotion.

When you receive the text message, just log on to [www.1240.it](http://www.1240.it), click on the dedicated banner and enter the code for your chance to receive 20 free prints (after you have registered with Snapfish, if not already a user). All users can take advantage of the promotion up to three times, receiving a maximum of 3 codes and 60 free prints.

The initiative will be promoted on the many sites of SEAT PG, starting with [1240.it](http://1240.it). You can also find details on [www.paginebianche.it](http://www.paginebianche.it) and [www.passioneitalia.it](http://www.passioneitalia.it) – the website of Passione Italia, a national photography competition organised by SEAT PG and Comitato Italia 150.

This is just one of the many promotions through which SEAT PG is strengthening its customer base, highlighting the synergies between traditional telephone services and the online universe. “*Snapfish is one of the most popular, well-regarded sites among digital photography enthusiasts and we have no doubt that this promotion will attract the users of 1240 Pronto PagineBianche, who now have a chance to use — free of charge — a print service that will be especially popular in the summer months,*” commented **Paolo Portioli, Marketing Directory Assistance Manager, Seat PG**. “*Our collaboration with Snapfish also gives us an opportunity to strengthen the bonds between our telephone services and the online universe, which is playing an increasingly important role in the corporate strategies of SEAT PG.*”

“*We were very keen to secure this venture with an outstanding partner like SEAT PG,*” emphasised **Aldo Agostinelli, Country Manager, Snapfish Italy**. “*The Italian division of Snapfish by HP has always been committed to developing co-marketing initiatives and I'm convinced that this partnership will give us the opportunity to reach a very*



*specific target, potentially interested in our services, given its close affinity to the online community.” Agostinelli continues: “In an increasingly competitive market, co-marketing is a highly effective way to strengthen consumers’ perception of our brand.”*

Snapfish by HP is one of the largest providers of online photography services. It has over 85 million members and an online archive of over 1 billion photographs. Users can share, print or archive all their photographs at the lowest cost available on the market. Snapfish offers professional-quality prints and gives users the opportunity to share their photographs free of charge, unlimited online archive capacity, or create personalised gifts.

#### **SEAT PG**

The Seat PG Group is one of the main operators at world level in the sector of multimedia profiled advertising, offering “print-voice-online” directories, as well as complementary communication services such as one-to-one marketing. SEAT Pagine Gialle has been engaged in information services and search and communications tools for over 80 years. It is a success story based on a brand that is familiar to everyone, a sales network employing over 2,000 persons, a technology that is constantly evolving and a database that includes 13 million households and 4 million businesses (2009 data), and a wide range of products guaranteeing a real integrated system of communications to about 500,000 Italian Customers: a total of 53 million volumes distributed to the homes and offices (2009 data), about 29 million enquiries through the directory assistance service (2009 data), and about 323 million hits on online directories (2009 data) connect people and businesses, bringing together needs and solutions and promoting economic exchanges.

#### **ABOUT HP**

Thanks to HP, technology can now have a significant impact on the lives of ordinary people, businesses and industries. HP is the world’s largest technology company, and its wide range of products including print equipment, PCs, software, IT services and infrastructure, provides a complete response to customer demand. To find out more about HP (NYSE: HPQ) visit <http://www.hp.com>.

#### **Press contacts:**

##### **Seat PG**

Communications Department  
[comunicazione.stampa@seat.it](mailto:comunicazione.stampa@seat.it)  
Tel. +39 011.435.2884

##### **Burson-Marsteller**

Antonella Violante – Alessia Quaglio – Jacques Capizzi  
[antonella.violante@bm.com](mailto:antonella.violante@bm.com)  
[alessia.quaglio@bm.com](mailto:alessia.quaglio@bm.com)  
[jacques.capizzi@bm.com](mailto:jacques.capizzi@bm.com)  
Tel. +39 02.721431