



Sèvres, April 4, 2005

## Paris Court of Appeal confirms validity of "PagesJaunes" trademarks.

In the proceedings brought against PagesJaunes and France Télécom by the Prodis company in 2000, primarily for nullification of the PagesJaunes trademark, the *Cour d'Appel* of Paris issued a judgment on March 30, 2005 upholding the judgment rendered by the *Tribunal de Grande Instance* of Paris on May 14, 2003 concerning the validity of the "PagesJaunes" trademarks.

Prodis had filed an appeal against the earlier judgment citing the same claims and adding new claims concerning the "Pages Blanches", "l'Annuaire" and "L'annuaire des Pages Blanches" trademarks.

The *Cour d'Appel* of Paris considered in particular that *"these trademarks have acquired a strong distinctive character as a result of the long-standing and intensive use made of them"* and that PagesJaunes and France Télécom had demonstrated *"by means of the many notices produced during the proceedings that they have reacted to any unlawful use of their trademarks, regularly defending the associated rights"*.

The *Cour d'Appel* of Paris consequently dismissed all of the claims cited by Prodis and ordered the company to pay damages of EUR 20,000 each to PagesJaunes and France Télécom for abuse of process and EUR 10,000 on the basis of article 700 of the New Code of Civil Procedure.

Michel Datchary, CEO of PagesJaunes Groupe, expressed delight at the judgment: *"In 2004 over 81.5% of the population of France used one of the services of PagesJaunes at least once. The PagesJaunes trademark is therefore part of the everyday life of people in France.*

*Our directories have constantly adapted to the needs of consumers and to their evolving expectations with regard to information and have incorporated successive technological innovations over the last 30 years.*

*PagesJaunes is available across a range of platforms, including printed directories, Minitel, the Internet, interactive television and now Mobile Internet, with the key aim of promoting contact between private individuals and businesses.*

*This investment in innovation and service has been accompanied by investments in communication in order to increase the use of our products and build awareness of our brand.*

*It was this exceptional brand awareness which led the Cour d'Appel to issue its judgment.*

*The PagesJaunes company, with its 20 regional offices and 1,720 sales advisers, has thereby strengthened its role as a preferred partner for businesses with local communication requirements and more particularly for its 582,000 customers who have placed their trust in the company over many years."*

Press Release



## About PagesJaunes Groupe

PagesJaunes Groupe, a subsidiary of France Télécom, is France's leading publisher of printed directories (the PagesJaunes directory and the Annuaire) and online directories (pagesjaunes.fr, PagesJaunes 3611) for the general public, handling their distribution and the sale of advertising space. The businesses of PagesJaunes Groupe also include website creation and hosting, the publication of the PagesPro BtoB directories, the publication of the QuiDonc reverse directory and the advertising representation in France for the Europages European BtoB directory.

PagesJaunes Groupe also publishes directories for the general public outside France – in Spain, Lebanon and Luxembourg – and the Kompass directories (company databases) in France, Spain, Belgium and Luxembourg. It also provides complementary services such as the geographic services of Mappy and, in the field of direct marketing, the sale of data files and the processing of marketing databases by Wanadoo Data.

With more than 582,000 advertisers in 2004, PagesJaunes Groupe is the second largest advertising representation in France.

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

### Contacts:

#### **PagesJaunes Press**

Thomas Barbelet / Orith Tabeur  
01 46 23 34 64  
tbarbelet@pagesjaunes.fr  
otabeur@pagesjaunes.fr

#### **France Télécom Press**

Nilou du Castel /  
01 44 44 93 93  
nilou.ducastel@francetelecom.com

#### **PagesJaunes Investors**

Vincent Gouley  
01 46 23 40 92  
vgouley@pagesjaunes.fr