



Hellotxt Reloaded for iPad and iPhone
Now with Location Updates, Augmented Reality View, and the Ability to Doodle Your Status Update!

Organize your online social life and have fun doing it! 50+ web 2.0 sites on your iPad and iPhone! Merge and read updates from multiple networks like Twitter, Facebook, and Google Buzz!

London, June 2010 - Hellotxt, the personal social networker that makes it easy to post text and media to separate accounts on the social web, today announced a reloaded version of its free iPad and iPhone application, bringing with it several new powerful and fun features, including the ability to get artistic with your status update through freehand doodling, geo-location with auto-populating points-of-interest (POIs), and a powerful reading panel where you can merge updates from your friends and contacts across separate networks like Facebook and Twitter.

New in this reloaded version:

- **Post Location**
Show where you are when you update with a map, or by nearby place of interest.
- **Doodle Your Post**
Why type when you can draw what you feel instead?
Add freehand doodles and clip art to photos before you send them. You can even draw on maps!
- **Reading All in One**
Get organized and catch up with your friends and contacts. Browse all updates in one feed or use the tab menu to view by network/account.
- **Augmented Reality View**
Get POIs (places of interest) in real-time as you walk about with map view on **iPhone only.

The best part is with all these new features and smart mobile technology, Hellotxt iPad and iPhone remains true to the mission and ethos of the site: to be the simplest and most enjoyable web aggregator and posting tool available.

"We are working hard from a development standpoint to bring Hellotxt into mobile social with a bang - said Tom Warren, Head of Hellotxt - "With iPad and iPhone reloaded version, a whole range of new features which are smart and fun have been opened up, and I am happy we continue to innovate while helping smartphone users manage their online life more easily".

The core Hellotxt web application was launched in 2007, and has quickly gained a strong following amongst micro-communication devotees, thanks to its clean, easy-to-understand interface, its broad Social Network coverage, and powerful updating features.

Hellotxt reloaded version for iPad and iPhone is available as a free download from Apple App Store on iPad, iPhone and iPod touch or at <http://itunes.apple.com/app/hellotxt/id366956386?mt=8>



About Hello!txt

Hello!txt is a free tool to aid you in the communication and digestion of all your social information. It makes it easy to post text and media to separate accounts on multiple social networks, publishing platforms, and micro-communication services from the web, or by your mobile. Hello!txt works with the world's most popular social networking and web 2.0 sites. You can even use Hello!txt to organize your updates, by group, across all these networks and services, updating whomever you want, whenever you want. Hello!txt was launched in 2007, and is currently a part of the New Business line of mobile entertainment leader Buongiorno SpA.

About Buongiorno Group

Buongiorno (Italy, MTA STAR: BNG) is the multinational leader in mobile entertainment. The Company counts on an unparalleled international presence with 24 offices and business in 57 countries in 5 continents, 200 direct connections with +130 telcos and access to over 2 billion mobile customers. Buongiorno is market leader in Europe and is one of the top 3 players in 8 of the world's most important geographies. Buongiorno is also present in Russia and Pacific Asia (India, Vietnam and Philippines) through the Joint Venture with the Japanese group Mitsui & Co., Ltd.. The Company operates with two business lines: mobile value-added services distributed - directly through its brand BlinkoGold for Mobile Content services - as well as through partnerships with leading telcos and media groups (Consumer Services) - and digital marketing services referred to as sponsored content (Buongiorno!Digital).