



Buongiorno CEO, Andrea Casalini, to attend 12th edition of the European Midcap Event

To Be Held on May 11-12, 2010, at Congress Centre - London

London, May 10, 2010 - Buongiorno SpA (MTA STAR, Borsa Italiana: BNG), multinational leader in mobile entertainment, is pleased to announce that its CEO, Mr Andrea Casalini and IR Director, Ms Lucia Predolin are scheduled to attend the 2-day European Midcap Event at the Congress Centre on May 11th and 12th 2010 in London.

Mr Casalini and Ms Predolin will present Buongiorno's 2009 financial results and its strategy for 2010 to UK investors. They will be holding one-on-one meetings with institutional investors during the course of the event.

For more information: www.buongiorno.com and www.cfbc.com-midcapevents.com

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 and through its Mobile Social Networking brand Peoplesound - as well as through partnerships with leading telcos and media groups (Consumer Services) - and digital marketing services referred to as sponsored content (Buongiorno!Digital).

For further information, please contact:

IR:

Eleonora Villanova

Global PR & IR Executive

Tel. +39 02 582131

Email: eleonora.villanova@buongiorno.com