



**Mauro Del Rio awarded with the "Business Technologies Award" by the British Consulate-General Milan**

**The Founder and Chairman of Buongiorno, the multinational leader in digital entertainment, received the award during the UK-Italy Business Awards Ceremony.**

*Milan – January, 21 2010* – Buongiorno (MTA STAR, Borsa Italiana: BNG), a leading multinational in digital entertainment, yesterday received the prestigious "Business Technologies Award". It has been handed over during the third edition of the "UK-Italy Business Awards" Ceremony promoted by British Consulate-General in Milan.

With this award, the British Government gave a formal recognition to Mauro del Rio as representative of an Italian company that played a key role in internationalization by choosing the UK as the ideal destination to expand its business.

"We are honored to receive this award which is a further confirmation of Buongiorno successful international strategy as a global player in the digital entertainment market", commented Mr. Mauro Del Rio, Founder and Chairman of Buongiorno. "Our competitive strategy is based on innovation, the ability to leverage our international presence, a multinational team of professionals that are unique in the industry and cutting-edge technical assets and marketing".

Edward Chaplin (CMG, OBE), H.M. Ambassador in Italy, Sir Andrew Cahn, Chief Executive Officer of UK Trade & Investment in London, and Laurence Bristow-Smith, H.M. Consul General in Milan, attended the Awards Ceremony at the Italian Stock Exchange in Milan.

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**About Buongiorno Group**

Buongiorno (Italy, MTA STAR: BNG) is the multinational leader in mobile content and digital entertainment. The Company counts on an unparalleled international presence with 24 offices and business in 57 countries in 5 continents, 200 direct connections with +120 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).

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