



Presentation of Buongiorno S.p.A.'s 2010 Plan at the STAR Conference

Buongiorno launches its new "WINGA" product and enters the digital skill games market thanks to legal ownership of gaming license.

The company's goal is to become one of the leading mobile skill gaming operators in the key progressively regulated markets. WINGA represents a natural complement to Buongiorno's traditional B2C business in mobile entertainment.

Buongiorno expects revenue growth in 2010.

WINGA business activities are expected to commence in the Italian skill games market by the end of Q2 2010, with the goal to achieve new business revenue of approximately €10 million in the first 12 months and positive EBITDA within three years.

Milan, March 17, 2010 – Buongiorno S.p.A. (MTAX STAR, Borsa Italiana: BNG), a leading Italian multinational in mobile entertainment, has announced its entry into the online and mobile skill games market, thanks to legal ownership of the licence. It is launching WINGA, the new integrated offer, which includes a complete set of appealing **skill games, and casino, poker and bingo.**

The product range is split into two channels: online and mobile. **WINGA** offers potential players a rewarding *digital entertainment hub*, which is unique in terms of its completeness and accessibility, anytime and from any device. It addresses a trend undergoing exponential growth thanks to new digital technologies, the evolution of the mobile internet and changes in the regulatory framework that has regulated the licensing system in Italy to private operators since 2008.

WINGA can also offer the mobile option for certain types of games, including *casino and skill games (slot machines, roulette, black jack and baccarat)*, where Buongiorno is one of the first movers in this new and promising market.

By securing the license to operate in the gaming business from the State Monopoly, Buongiorno expects to commence its business activities in this field in Italy by the end of Q2 2010. At the same time, the company is monitoring the evolution of regulatory procedures in other markets where it is already successfully operating in the B2C segment, in order to launch its commercial activities as soon as the regulatory framework in those countries will allow it.

Italy ranks first among the regulated digital gaming markets, with a gross gambling yield volume (net revenues for the operators) of more than €400 million in 2009, a potential pool of more than 7.4 million (unique users who accessed a gaming site at least once: 60% men and 40% women), of which 700,000 already have a game account (*source: Nielsen*). Whilst the Italian mobile gaming market is just taking off, it is expected to reach a value of €2.2 billion in 2012.

"The online gaming and skill games industry is a natural complement to Buongiorno's traditional B2C business in mobile entertainment," remarked **Andrea Casalini, CEO of Buongiorno S.p.A.**, which is celebrating 10 years in the business in 2010. "The changes taking place in the Italian regulatory framework are opening up extraordinary opportunities to combine our technical abilities and experience in this market with an innovative, attractive and promising offer such as *WINGA*."

Buongiorno aims to achieve revenues of around €10 million from WINGA in the first 12 months and positive EBITDA within three years.



Concurrent with the announcement of the launch of this new line of business, Buongiorno's CEO Andrea Casalini will present the results of the financial year 2009 as well as information for the existing business in 2010 to analysts and investors at the STAR Conference.

Buongiorno reported revenues of €259.5 million in 2009 (€316 million in 2008) and consolidated EBITDA positive at €39 million (€39.8 million in 2008). Pre-tax profits improved by over 165%, from €4.9 million in 2008 to €13.1 million in 2009. Net consolidated profit for 2009 was €7 million (€8.4 million in 2008), including a high incidence of fiscal charges, in large part non-monetary, the gross of which would be €10.5 million.

Consolidated net financial debt as at 31 December 2009 was €47.4 million, showing a sharp improvement compared to €66.7 million at year-end 2008.

For its existing B2C and B2B business lines, Buongiorno S.p.A. confirms its goal of top line growth for 2010 and investments in internal resources to finance the new businesses: WINGA and Peoplesound/hellotxt.

Pursuant to paragraph 2 of Article 154-bis of the Italian Consolidated Financial Law (TUF), Carlo Frigato, in his capacity as the Executive responsible for preparing the Company's accounting documents, declares that the information contained herein corresponds to documented results and accounting books and records.

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).

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