



Buongiorno shops in London to enlarge its mobile video offer and announces the acquisition of Inventa, an award-winning innovative factory for its Creative Cooking and Clubbing videos

Buongiorno UK, 100% subsidiary of Buongiorno SpA, signs the agreement to acquire Inventa, the creative factory operating in the video production for mobiles, for 1 GBP million.

London, 30th January 2007 – Buongiorno (MTAX STAR, Italian Stock Exchange: BNG), a leading multinational operating in the market of digital entertainment, confirms its ability to scout for new talents. This time, only a few weeks after the acquisition of eDongAsia in China, Buongiorno, through its subsidiary Buongiorno UK, acquires Inventa, a UK based production company active in the production of original videos for mobile.

Inventa, which grew in the same dynamic environment that gave life to YouTube, represents for the mobile videos what Buongiorno's *Ringtone Factory* (the first recording studio for the creation and adaptation of music for mobile phones) is for its ringtones: a high profile content production lab, in a fast growing market.

According to MMetrics estimates on mobile entertainment consumers – that are about 15 million, only in the UK – more than 20% of them will see videos on mobile in 2007. The mobile videos' market confirms a high growth rate, achieving 1.2 billion dollar invoice at the end of 2006¹.

Inventa produced nearly 2,355 minutes of original video clips, thanks to its own experience and creativity in the last year.

Inventa's celebrities are, amongst others, **Jamie Oliver**, the uncombed and extravagant thirty-year-old chef, one of the best new chefs in the world, famous for its program at Gambero Rosso Channel in Italy, whose recipes are available on mobiles, a true private chef who is able to tell you ingredients and cooking times when you need them; **Pete Tong** the British DJ who works for BBC Radio 1, he is known worldwide by fans of electronic music for hosting programs such as Essential Mix and Essential Selection on the radio service, for his record label FFR Records, and for his own performances at nightclubs across the globe; and **Jodie Marsh**, explosive, super-famous model, absolute must for an entire European generation.

"Buongiorno's ability to create special TV formats designed for videophones is now optimized by Inventa's specialization to produce them", comments **Luca Pagano, Managing Director Buongiorno UK**. "The acquisition, takes place in one of the most advanced markets in the world, confirms Buongiorno's pure vocation to innovation and its leading role in the creation and production of new formats and content for mobile TV."

Both Buongiorno and Inventa have been awarded at **MIPcom 2006**. Buongiorno won the **Orange Grand Prize for Innovation** with **Soccer Addicts** (the famous mobile interactive talk-show and video community on football, created and developed for mobile phone screens) while Inventa gained the **Audience Voted Best Content Award**.

The acquisition of Inventa will be carried out by cash by Buongiorno UK, 100% subsidiary of Buongiorno SpA, for a total amount of 1 GBP million, plus net current assets.

About Buongiorno Group

Buongiorno (Italy, MTAX STAR: BNG) is a multinational leader in digital entertainment. One of the first groups worldwide in the mobile value added services area, Buongiorno is market leader in Europe and the United States and has recently opened operations in emerging markets such as Latin America, Middle East and Africa. Buongiorno operates in Russia and Pacific Asia through the Joint Venture with the Japanese group Mitsui & Co., Ltd.. Buongiorno operates with two business lines: value-added services for wireless and wired consumers (Consumer Services) - distributed through the brand BLINKO as well as through partnerships with leading telecom companies and the most important media groups -, and digital marketing services (Marketing Services).

¹ Source: Informa – Dec 2006





Additional information about Buongiorno S.p.A. is available on the website www.buongiorno.com or by contacting:

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