



## Buongiorno SpA: Update of the 2010 Corporate Events Calendar

*Milan, June 28, 2010* – Buongiorno S.p.A. (FTSE Italy STAR: BNG) - leading multinational in mobile entertainment, announced the following update of the Company's calendar of corporate events for 2010 published on December 11, 2009:

- Buongiorno S.p.A. Board of Directors will examine and approve 2010 H1 Results on August 6, 2010 (and not on August 26 as previously announced).

The Company will supplement and/or communicate any change to the Calendar closer to the time scheduled for the individual meetings.

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### **About Buongiorno Group**

Buongiorno (FTSE Italy 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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