



Buongiorno SpA Notice - General Ordinary and Extraordinary Shareholders' Meetings

Milan, March 26, 2010 – Buongiorno SpA (MTA STAR, Borsa Italiana: BNG), multinational leader in mobile entertainment, announces that the Shareholders' Ordinary and Extraordinary Meetings have been called for April 28 2010 at 9:00 a.m. (first call) at the Canali Notary Office in Parma Via Verdi 6, and then the Extraordinary Shareholders' Meeting for April 29, 2010 – same venue same time - in second call, as per Art. 8 of the Company's By-Laws; in Ordinary and Extraordinary Shareholders' Meetings, for April 30, 2010 at 11:00 a.m. (respectively second and third call) at the My Hotels Villa Ducale, in Parma, via Moletolo 53. The agenda of the meeting is as follows:

In the Ordinary Meeting

1. Approval of the Financial Statements for the year ended December 31, 2009, relevant and ensuing resolutions;
2. Appointment of the Board of Directors, following determination of the number of Board members and the term of the Board;
3. Determination of the remuneration of Board members not entrusted with special tasks;
4. Authorization to the Board to buy back and dispose of own shares pursuant to sections 2357 and 2357-ter of the Italian Civil Code.

In the Extraordinary meeting

1. Revocation of the resolution of the capital increase, pursuant to section 2441, paragraph 4, second sentence of the Italian Civil Code, up to a maximum nominal value of Euro 2,210,000, adopted on May 2, 2007, and a proposal for a capital increase, in one or more tranches, with a share premium and exclusion of option rights pursuant to section 2441, paragraph 4, second sentence of the Italian Civil Code, up to a maximum nominal value of Euro 2,600,000 to be effected through the issue no later than December 31, 2013, of a maximum number of 10,000,000 ordinary shares of a nominal value of Euro 0.26 each with regular dividend, by authorizing the Board – with faculty of delegating one or more Board members - to determine the timetable and procedures for the approved increase, together with the issue price. Relevant and ensuing resolutions.

The notice of call will be published on Il Giornale on March 28, 2010.

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, certifies 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).

For further information, please contact:

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