



iTouch in South Africa becomes Buongiorno SA (Pty) Limited and expands into Telecom Operators' B2B business

A new name, a new Managing Director and a new direction in South Africa: the new Buongiorno South Africa expands into B2B Business with telecom operators following on from the success of the Recharge And Win Mobile marketing Solution platform throughout Europe and Asia.

The expansion into B2B services will build on the existing B2C offering in South Africa.

Cape Town June 8, 2010 – Buongiorno (Italy, MTA STAR: BNG), a global leader in mobile entertainment, is pleased to announce that its operations iTouch in South Africa, acquired in 2007, will be re-named Buongiorno SA. Buongiorno has offices in 24 countries, annual revenue of €259 million in 2009 and direct relationships with over 130 Telco operators through a portfolio of products and services known for their innovation and reliability.

Buongiorno SA will be headed by a new MD, Hans Mol, who has over ten years' experience in the information technology and cellular industries. Most recently, Hans was the Founder & Director of Be-Mobile, a provider in the local mobile space. His previous experience also includes roles at Grapevine Media, Altech Namitech, Motivaction and Hewlett Packard.

Buongiorno SA will offer to telecom operators its suite of battle tested solutions for Loyalty , CRM and Arpu boosting, following on from the success of its RAW (Recharge and Win), Mobile marketing Solution platform which has been fully deployed throughout Europe in partnerships with leading telecom operators such as Telefonica O2, TelecomItalia Mobile, Proximus and with Optus in Australia. The expansion into B2B services will build on the existing B2C offering in South Africa.

Hans Mol, the new MD, Buongiorno SA, commented:

"It gives me great pleasure to be welcomed to the Buongiorno team in South Africa. Buongiorno is a truly innovative and exciting business with a unique position in the mobile telecoms sector. I look forward to joining the team and developing the business as we begin the B2B activities and expand the company's presence in the country."

Buongiorno, as a global leader in mobile entertainment and already operating in 16 countries in Africa reaching **46% of the continent's mobile population** , possesses the technology and know-how to innovatively improve network operators' CRM systems. Operators implement Buongiorno's real-time solution, RAW (Recharge and Win), to better understand their customers, reward loyalty with prizes redeemed in real-time, and in turn increase retention and customer satisfaction. Buongiorno's "RAW" CRM solution and technology is playing an increasingly important role within operators' offerings. Due to the heightened competitiveness of the market and challenging economic conditions, operators increasingly seek ways to reward and retain valuable customers, putting them first and improving their direct relationships with them.

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 more information about Buongiorno, please visit the website www.buongiorno.com