

**Buongiorno!Digital UK And Comcast International Media Group
Sign Agreement To Launch
E! Online on Mobile, Delivering E! Entertainment Television's
Exclusive Celebrity News Content To European iPhone and smartphone
Users**

London, May 26 2010 - Buongiorno!Digital - leading independent full service mobile marketing and advertising agency in Europe joint venture between the Buongiorno Group and Mitsui - And Comcast International Media (CIMG) have signed an agreement to launch a suite of localised European mobile sites for leading entertainment and lifestyle brand E! Entertainment Television.

As a complement to the content found on The E! International Network, the launch will for the first time ever bring E! Entertainment's signature blend of up-to-the-minute entertainment news, original series, gossip, music and movie reviews and red carpet coverage, to European mobile users. The launch underscores E! Everywhere, a company-wide initiative that makes E! content to multiple platforms available on all media platforms anytime and anywhere from online to broadband video to wireless to radio to VOD.

The new agreement involves Buongiorno!Digital's development of iPhone application and mobile internet (WAP) site for E! Entertainment, localised across four key territories - UK, France, Italy and Germany. In addition, Buongiorno!Digital will serve as the exclusive external mobile advertising sales house, selling inventory in the aforementioned territories. All sites will be managed and hosted on the Buongiorno!Digital platform.

Stefano Diemmi, Managing Director, Buongiorno!Digital UK said, *"The E! Online brand is huge and with this project, it is important for us to design and roll out compelling mobile content services that blend our 10 year know how of the needs of the European mobile user with E! Entertainment's up to the minute, fresh and exclusive local and international content."*

"We're delighted to be working with Buongiorno!Digital," added Duccio Donati, Executive Vice President, CIMG. *"Our goal is to ensure that our audiences can access E! Entertainment's content on all platforms, wherever they are and whenever they want. This agreement further underscores our commitment to implementing E! Everywhere internationally, and enables us to further solidify the E! brand on multiple platforms throughout Europe."*

The ad-funded, free to use iPhone applications provide users with instant access to the latest celebrity news, pictures, videos and exclusive live event coverage, allowing them to follow their favourite celebrities' every move via their mobile.

E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment. E! is currently available to nearly 170 million cable and satellite subscribers worldwide.

In the US, the E! Online iPhone application is recognised as the most popular online entertainment news destination, while the domestic E! Online website attracts an impressive 2.5 million unique U.S. users per month (Nielsen/NetRatings).

About Buongiorno!Digital, part of the Buongiorno Group

Buongiorno!Digital (previously Buongiorno Marketing Services) is the leading independent full service mobile marketing and advertising agency in Europe joint venture between the Buongiorno Group, the global leader in mobile entertainment, and Mitsui, a leading Japanese trading house with global investments.

Revenues from Buongiorno!Digital (part of the listed Buongiorno Group) amounted to EUR16.6 million in 2009. The growth in revenues was due to a number of important sales successes with prestigious customers, including Orange Wednesday in the UK, Citibank and Coca-Cola in Spain, and, Mondadori, Gruppo Espresso, L'Oreal and Renault in Italy.

Buongiorno!Digital is the largest mobile-centric digital agency European with extensive global coverage and local offices in 7 countries – UK, Italy, Spain, France, Germany, Russia and Netherlands.

Through acquisitions such as Flytxt, Mobi-Village and HotSMS, Buongiorno!Digital has built its expertise and technological capabilities across mobile marketing, mobile internet development and mobile advertising. The vision of Buongiorno!Digital is to work with blue-chip brands across geographies as a strategic mobile partner and delivery engine for end-to-end digital solutions.

For more information about Buongiorno!Digital visit the website www.buongiornodigital.com or contact:

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