



**Buongiorno unveils peoplesound,
the integrated SMS and mobile Internet social network for true relationships and a more personal
communication**

*With a friends list of your top 20 friends, status updates and notifications via SMS, and topical channels -
peoplesound is the realisation of the beta version formerly known as blinko*

It is the evolutionary link from computer centric to mobile centric social networking

London and Milan, April 21, 2009 - Buongiorno (Italy, MTA STAR: BNG) announces the official launch of **peoplesound**, the mobile-centric social network, which offers an alternative way to keep actively in touch with your close circle of friends and family through sharing personal experiences in a genuine and sincere way through the mobile phone.

The new name, **peoplesound**, represents authenticity. It stresses that relations between *people* are just that – human and genuine. Furthermore it asserts the abstract notion of “sound”, as oppose to noise, defining these relations as authentic as oppose to erratic and indiscernible. Additionally, the use of *peoplesound* also refers to the unique content proposition that Buongiorno offers in the realm of mobile social networking. From Buongiorno’s vast global experience in all things mobile, it is clear that sharing content between friends is core to the mobile offering – this linked in with a mobile social networking tool is a strong proposition.

peoplesound is the final version of the beta phase blinko, and the result of a dialogue with users and bloggers that led to a true alternative social network. This network is specifically designed for the mobile phone with a closed network of friends - thus enabling more private and meaningful communication in a more relaxed and natural way, in real-time and as life really happens. In this way, *peoplesound* truly differentiates itself from the majority of social networks born for the Web, where relationships are widely spread among people that barely know each other, and where updates are often retrospective or predictive. **peoplesound is the social network to communicate with the very important people, the ones you really care about: the favourite 20.**

No computers or Internet access are necessary to share status updates, pictures, comments and content with your circle of friends: a mobile phone is all that is needed to activate **peoplesound**. To give additional options to mobile users, **peoplesound** can be enjoyed not only through the use of mobile internet, but also through text based functions for notifications and free SMS.

peoplesound is accessible via mobile through <http://m.peoplesound.com> (or m.pplsnd.com), and immediately enables users to send **free SMS texts** to their “20 favourites” and to follow **up to 10 Channels**. The Channels are being developed to deliver social networkers with precisely what they are interested in: sharing. For instance, sharing a song just listened to, or even gossip and news generated by the *peoplesound* Channels. The **peoplesound Channels** provided by Buongiorno give a constant update on music, sport and movie idols, as well as on both national and local events. They are a work-in-progress portfolio with relevant updates and content to be implemented over the coming months (users can contribute by emailing channel4me@peoplesound.com).

“The meaning of *peoplesound* truly reflects the project’s philosophy: a social network characterised by genuine relationships and empathy among people”, says **Mauro Del Rio at Buongiorno**. “*peoplesound* is the result of extensive R&D and related enhancements, made possible thanks to the valuable contributions of the over 300,000 users, during the beta phase of blinko. The aim is to communicate and share our most important moments anywhere at anytime, with the people we really care about. With an exclusive option of either mobile internet or SMS based interactions, *peoplesound* provides users a real differentiator to all other networks.”

Luca Pagano, MD of Buongiorno UK further adds: “With almost 10 years experience working closely with over 120 telecom operators in the mobile industry, Buongiorno is ideally positioned to design and implement a mobile centric social networking solution”.

How to subscribe

peoplesound is a free service: users only pay the usual Internet traffic costs related to the operator, according to their tariff plan (status updates via SMS are not sent via the web/WAP portal then these are also priced according to the tariff plan). Buongiorno is working with the main mobile operators worldwide, to guarantee users the most convenient tariffs. To subscribe: through the web at www.peoplesound.com; via mobile phone, opening an Internet session at <http://m.peoplesound.com>

To update your status via SMS: send a text message to: +447964917061

For further information: www.buongiorno.com/mobileSN

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About Buongiorno Group

Buongiorno (Italy, MTA STAR: BNG) is the multinational leader in mobile content and digital entertainment. The Company counts on an unparalleled international presence with 24 offices and business in 57 countries in 5 continents, 200 direct connections with +120 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 (Marketing Services).

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