



mitsui & co., ltd.

Mitsui and Buongiorno Vitaminic forge global strategic alliance on Mobile Data

Mitsui, one of the largest Japanese trading companies, takes minority position in Buongiorno US and invests \$8.2 million to accelerate Buongiorno Vitaminic development in the United States.

Mitsui and Buongiorno Vitaminic are collaborating on expanding B! business model in Russia, India, China and other Asian markets.

Milan and Tokyo, May 16, 2005 - Mitsui & Co. Ltd., one of Japan's largest general trading companies and a global Fortune 500 company, and Buongiorno Vitaminic SpA (NM techSTAR, Borsa Italiana – Ticker BVIT), an Italian multinational active in the field of multimedia contents, the fourth group worldwide in the mobile value added services market, market leader in Europe and Latin America, announce today that they are forming a global alliance in the booming global market of wireless value added services.

The two companies signed today an agreement by which Mitsui invested \$8.2 million in the equity of Buongiorno USA Inc. (B! US), the US subsidiary that Buongiorno Vitaminic launched at the beginning of this year. The deal, giving Mitsui a 19.9% ownership of the US subsidiary, values B! US at \$43 million.

Additionally, Mitsui and Buongiorno Vitaminic announce today that they are cooperating to further accelerate globalization of mobile service in the Russian and Asian markets. The two companies have been successfully collaborating on commercial activities in these regions for the last few months, with important commercial goals already achieved (such as technology supply to Shineedotcom Co. Ltd., a leading mobile service and Mitsui's affiliate company in Thailand) and a solid and promising pipe line in place. Mitsui and Buongiorno are accelerating joint sales activities, specifically aimed at expanding the Buongiorno Vitaminic business model in markets such as Russia, India, Thailand, Indonesia, and China.

Buongiorno Vitaminic is an Italian multinational active in the field of multimedia contents for telephony and digital channels leader in Europe and Latin America with a strong position in all major European markets: Italy, Spain, the UK, Germany and France, and the fourth group worldwide in the mobile value added services market. The wireless data sector, while fully developed in more advanced Asian markets, such as Japan, is in a fast expansion cycle in Europe and is in an embryonic state in other markets, such as the US, Russia, India and China. Taking advantage of its five-year European expertise, B! recently expanded its operations into the United States, where it has opened a Miami based, 20 people subsidiary. B! has also been taking initial steps in Eastern territories, partnering with Mitsui.

"Mitsui is one of the largest, most successful conglomerates in the world with investments and operations on a global scale in many sectors. It has a unique capability as an organization to create synergies among its different business and to leverage its global presence. Having Mitsui as our global ally is a great honour for all of us at Buongiorno and proves the value of our collaborations to date. In addition, Mitsui's Eastern regions market understanding and strong networks are giving us a unique opportunity to grow and a powerful competitive advantage compared to other Western VAS players", comments Mauro Del Rio, Chairman of Buongiorno Vitaminic SpA.

Carlo Frigato, Chief Financial Officer of Buongiorno Vitaminic SpA, who managed the capital increase operation of Buongiorno USA Inc., adds: "We strongly believe that the partnership in place with Mitsui represents a tremendous competitive advantage going forward. The prime mover experience we have gained from the very fast set-up of our US operations coupled with the financial muscle that Mitsui is providing us, puts us in a unique position to take full advantage of the very promising, fast growing US wireless data market".

Shigeru Dohi, General Manager of the Mobile Business Division, Mitsui & Co. Ltd., said: "Buongiorno Vitaminic is leading player in pan-European and USA mobile service business areas, having good business experience and records with dominant media, wireless operators, end-users and corporate clients. It is clear that Buongiorno is excellent for mid- and long-term performance because of its presence in pan-Europe and the US, excellent management team and staff and accumulated business know-how in mobile marketing, CRM, advertisement and content distribution. We are extremely excited, happy and determined to increase Buongiorno and Mitsui's worldwide presence, including in Russia and Asia, in mobile service business. We believe also that we can be a good partner in the European and US markets for Japanese companies who have advanced technology and solutions in the wireless sector.



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Information on Buongiorno Vitaminic SpA

Buongiorno Vitaminic SpA (Italy, NM techSTAR, ticker: BVIT) is an Italian multinational active in the field of multimedia contents for telephony and digital channels. Buongiorno is the fourth group worldwide in the mobile value added services area, and market leader in Europe and Latin America.

In 2004, Buongiorno Vitaminic's consolidated revenues have reached Euro 81.1 million, with a 54% increase over Euro 52.67 million of fiscal year 2003, and consolidated gross operating margin (GOM/EBITDA) amounting to Euro 6.2 million, up about 12 times the previous year (Euro 518 k).

Buongiorno Vitaminic operates two business lines – value-added services for wireless and wired consumers (Consumer Services) and digital marketing services for business (Marketing Services) whose synergies enhance the skills of a team of about 500 professionals - coming from 20 different countries- in the production and aggregation of contents, in digital marketing consulting and technology management.

Additional information about Buongiorno Vitaminic SpA is available at www.buongiorno.com or by contacting:

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Information on Mitsui & Co., Ltd.

Mitsui & Co., Ltd. (headquartered in Tokyo) is the Japan's largest sogo shosha, or general trading company. It is active in a wide variety of business sectors, such as energy, iron & steel, power, chemical, transportation, information technology, consumer services, etc., with total trade transactions of \$28 billion in fiscal year of 2004 and a global network of 176 offices in 80 countries, and has 723 subsidiaries and associated company worldwide. Especially in the IT, electronics and telecommunication business sector, Mitsui & Co. aims to make social contributions by creating new core business and satisfying markets, acting as one of the world's leading players for mobile service, handset logistics, and Telco partnerships.

Additional information about Mitsui & Co., Ltd. is available at www.mitsui.co.jp/tkabz/english/index.html or by contacting:

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