



The partnership between Buongiorno and the International Mobile Gaming Awards at the Mobile World Congress brings tomorrow's Mobile Games on to your handset.

Milan, January 24, 2008. Buongiorno S.p.A (MTAX STAR, Italian Stock Exchange: BNG), the world's leading company in mobile entertainment, will provide their unique content delivery platform to the International Mobile Gaming Awards (IMGA), the largest international competition for mobile games.

The platform will allow people to use their mobile phones to select their favourite out of the 25 nominated games by using a web or wap site. They will also be able to receive the winning games on their phones at the same time as they are announced at the official IMGA ceremony which will be held in the Seminar Theatre at the Mobile World Congress, taking place in Barcelona from 11-14 February.

"Buongiorno is thrilled to be working with the IMGA to support innovations in mobile gaming," affirms Fernando González Mesones, Head of Global Marketing, Product & Supply, Buongiorno. "Our end-to-end storefront solution is ready to support the future of the games industry for advanced interactions with multi-player communities, seamless and synchronized web and wap, compatibility with all types of handsets and, soon the iPhone."

"In addition, we will be providing CRM functionalities; this will focus on age-rating of content in the IMGA's extensive catalogue comprising 1,500 titles from 45 publishers. With the three cornerstones of Buongiorno's Gaming solution – CRM, Content and Community – Buongiorno brings gaming entertainment to millions of consumers each month, and are always looking to improve their experience."

The IMGA, founded in 2004, is a competition for unpublished games only and specifically focused on innovation and creativity. "We and our nominees are very excited by this new and powerful marketing opportunity and we hope this will boost the chances for the winning games to reach mass audiences worldwide, bringing consumers the innovative new games they are waiting for," commented Said Maarten Noyons CEO and Founder of the competition.

Buongiorno will also be present for the duration of the congress for attendees to visit at hospitality suite 60 – 56 (Hall 4.7).

The IMGA will be present at the French Pavilion in Hall 2, 2F49

About Buongiorno Group

Buongiorno (Italy, MTAX STAR: BNG) is a multinational leader in digital entertainment. With the acquisition of iTunes, a market player in the distribution of mobile entertainment products and services, Buongiorno becomes the world's No.1 provider of mobile entertainment, information, messaging and marketing services. As a matter of fact the Group is market leader in Europe and in the United States and has recently opened operations in emerging markets such as Latin America, Middle East and Africa. Buongiorno operates in Russia and Pacific Asia through the Joint Venture with the Japanese group Mitsui & Co., Ltd.. Buongiorno operates with two business lines: value-added services for wireless and wired consumers (Consumer Services) distributed through the brand BLINKO as well as through partnerships with leading telecom companies and the most important media groups and digital marketing services (Marketing Services). Moreover Buongiorno is partner of NCL (National Consumer League), the oldest American association for the consumer's protection, on developing an educational campaign for mobile entertainment users.

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About the International Mobile Gaming Awards (www.imgawards.com)

The International Mobile Gaming Awards (IMGA), launched in 2004, is the leading worldwide platform for innovation in Mobile Entertainment. The Awards recognize and award the most innovative and creative games for mobile phones. Each year mobile gaming studios, individual developers, students and researchers are challenged to come up with new ideas for tomorrow's mobile games. Each year around 400 developers from over 42 countries participate in the IMGA. The IMGA Ceremony will be held during the Mobile World Congress on 11 February 2008. The IMGA brings together industry leaders and top talent in Mobile Entertainment and exhibits the most innovative Mobile Entertainment Games and Applications to a broad audience worldwide.