



Ongame launches Winga poker in France

Milan/Gibraltar 31 January 2010 – Ongame today announces Winga as the latest addition to its French network. The shared liquidity offered by Ongame Network France is provided by bwin, Sajoo, EurosportPOKER and as previously communicated, Unibet have also announced its intentions to join the French network. Now Ongame Network France welcomes its fifth partner in Winga, which is since previously operating on Ongame's Italian network.

"We see great value in the French market," says **Emmanuel Andrade, France Manager at Winga**. "Working with Ongame in Italy has been a great experience, and we are excited to carry on our cooperation in more markets."

Winga is a subsidiary of Buongiorno SpA, a market leader in mobile entertainment. Winga offers an array of online games in Italy, where they launched in August responding the growth within the Italian regulatory framework. Buongiorno has since been monitoring the regulatory procedures in other markets where they already successfully operate in the Mobile B2C segment.

"The French market is growing. Winga realizes that, and with our shared experience from Italy we now reinforce our position as experts on regulated markets," says **Martin Lerby, Head of Ongame**. "Winga is one of our biggest operators in Italy, and we expect them to bring the same quality to France."

Ongame Network France is an online poker service provider for French licensed operators abiding by the French regulatory framework.

About Ongame

Ongame is the world's largest B2B poker provider and a leading supplier of online and mobile poker software. The global network includes over 25 of the e-gaming industry's strongest brands and operators, and up to 45,000 concurrent players at peak times during the day. Ongame also operates regional networks in France and Italy. The company offers both operators and their players a wide variety of ring games and tournaments to choose from every hour of every day. Ongame is a subsidiary of bwin Interactive Entertainment AG, a leading provider of online gaming entertainment. Further information can be found at www.ongame.com.

About Buongiorno Group

Buongiorno (FTSE Italy 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. The Company operates with two business lines: mobile value-added services distributed directly - through its brand BlinkoGold for Mobile Content services and its social networks aggregator Helloxt - as well as through partnerships with leading telcos and media groups - and digital marketing services referred to as sponsored content (Buongiorno!Digital).

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