



**Buongiorno, founding sponsor of
“MEF AMERICAS 2011: Mobile Content & Commerce”
to speak about Mobile Routes to Market**

*Massimiliano Pellegrini, CEO of Buongiorno's Dada Ent., to participate in the panel about
Planning Long Term Strategy on Day 1 of the conference*

NY/Milan, November 22nd 2011. Buongiorno, global leader in the mobile commerce ecosystem for developing and managing paid apps and service, with its local US entity Dada Ent., is one of the founding sponsors of the MEF Americas: Mobile Content & Commerce conference which will take place in Miami on 29th and 30th November 2011.

Massimiliano Pellegrini will be speaking on the first day at 9:45 during the event “Mobile Routes to Market-Planning Your Long Term Strategy”, bringing his recognized expertise in the mobile content and commerce ecosystem and presenting Buongiorno's compelling new mobile internet solutions for carriers in LatAm and North America.

MEf Americas: Mobile Content & Commerce is the essential two day gathering for thought leaders & deal makers from across North & Latin America's mobile content and commerce ecosystems. The exclusive two-day event focuses on issues, strategies and case studies from the areas of content, finance, retail and branding, as well as cross-border opportunities, barriers to entry, in-market insight and business development.

For more info about the event: <http://www.mefamericas.com>

About Buongiorno

Buongiorno is known in the worldwide mobile commerce ecosystem for developing and managing paid apps and content that help consumers get greater enjoyment from mobile devices.

With direct connections to more than 130 telecom operators in 25 countries, over 10 years' experience and a team of 850 professionals, Buongiorno makes the mobile internet experience happen.

In 2011, Buongiorno has undergone a refocusing change, materialized via the spin-off of the majority of its B2B business and the acquisition of Dada.net and of its North American subsidiary Dada Entertainment .

Buongiorno is headquartered and listed in Milan (FTSE Italy STAR: BNG).

For further information, please visit: www.buongiorno.com.