



## **HOTSMS FURTHER AS BUONGIORNO DIGITAL**

*10 years after its establishment HotSMS is rebranding under the name of its parent company Buongiorno Digital.*

*Amstelveen, 12 January 2010* – Ten years after its establishment and nearly three years after being taken over, HotSMS will be known as Buongiorno Digital (B!Digital) as from today. Since the takeover in February 2007 by the international, stock exchange listed Buongiorno, HotSMS continued to operate under its own name but as part of the Buongiorno Marketing Services division. All 8 countries where Marketing Services has local offices are changing name to Buongiorno Digital. The rebranding also marks the launch of the new site [www.buongiornodigital.com](http://www.buongiornodigital.com).

In the last 3 years HotSMS expanded its activities to include all possible forms of mobile advertising and mobile marketing: from SMS push campaigns, the development of mobile Internet sites and iPhone applications to the implementation of mobile coupons solutions. Additionally in 2009 a start was made on the rollout of Social Media Marketing campaigns and loyalty programs for operators and others. The working domain already far exceeds the cover offered by the name HotSMS.

*"The rebranding of our division was a perfect moment to say goodbye to the company name HotSMS. As Buongiorno Digital we can further strengthen our position on the Dutch market for interactive advertising and marketing; of course without renouncing our mobile origins" - states Taaf von Brucken*



Fock, Managing Director of Buongiorno Digital Nederland since 1 December 2009.

The consumer service HotSMS.com, which the company started with in 2000 and which has been the basis for its success, will remain active under the same name. In the Netherlands there are already 1.5 million users of HotSMS.com of whom more than half opt in. Moreover the site has also expanded and is active in Belgium, Germany, Spain and other countries.

As of 22 January, Buongiorno Digital and the Consumer Services division of Buongiorno Nederland will share office premises in Amstelveen. With a staff of 25, the team is together responsible for all activities in the Benelux.

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**About B!Digital, part of the Buongiorno Group**

B!Digital (previously Buongiorno Marketing Services) is the full service digital marketing and advertising agency joint venture between the Buongiorno Group, the global leader in mobile content and digital entertainment, and Mitsui, a leading Japanese trading house with global investments.

Revenues from B!Digital (part of the listed Buongiorno Group) amounted to EUR16.0 million in 2008. The growth in revenues was due to a number of important sales successes with prestigious customers, including Orange Wednesday in the UK, Citibank and Coca-Cola in Spain, and, Mondadori, Gruppo Espresso, L'Oreal and Renault in Italy.

B!Digital is the largest mobile-centric digital agency worldwide with extensive global coverage and local offices in 8 countries – UK, France, Spain, Germany, Italy, Russia, Netherlands and the USA.

Through acquisitions such as Flytxt, Mobi-Village and HotSMS, B!Digital has built its expertise and technological capabilities across mobile marketing, mobile internet development and mobile advertising. The vision of B! Digital is to work with blue-chip brands across geographies as a strategic mobile partner and delivery engine for end-to-end digital solutions.

Since January 2009, B! Digital has launched its mobile advertising proposition in the UK market, offering its international reach to brands and agencies wanting to target their audiences via WAP, SMS, MMS and email.

B! Digital builds innovative campaigns that integrate mobile, web and social media tactics matching the consumer's digital behavior for Orange, Virgin, Vodafone Egypt, Coca Cola, BSkyB, G-Cap, Macmillan Publishers and many more.



For more information about B!Digital, please visit their website, [www.buongiornodigital.com](http://www.buongiornodigital.com)

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