

MEDIA ALERT

BECOME A URBAN EXPLORER WITH PROXIMITIPS IPAD AND IPHONE APP

PROXIMITIPS is first real-time hyper-local social magazine of social feeds, tips and discounts linked to booking facilities that helps you discover the city's trendiest spots and you can add yours too, becoming a top class urban explorer!

London 8 August 2011: Ever wanted access to all the latest news and reviews of local places from around you? Ever wanted to have your finger on the pulse of what people are up to and get access to all the pound-saving promotions and offers from the bars, clubs, restaurants and shops near you? Well now you can with the new iPad and iPhone app PROXIMITIPS, launched today by Buongiorno, global enabler of the mobile connected life.

With information gathered from over a 750 areas across London – and also available throughout all Europe - and including around a 125 million places of interest, PROXIMITIPS is the essential app for the urban explorer. It is the first hyper-local social magazine with booking and purchase facilities, helping urban explorers to be ahead of the curve by delivering information such as news, promotions, reviews and discounts that are relevant to them and their location, all from within the app.

PROXIMITIPS also allows you – with a single click – to access a large set of bookings facilities, such as making a reservation through Toptable, booking events and taking advantage of offers and promotions from a host of local shops, bars and restaurants.

"Proximitips is the latest product released by the Buongiorno's Innovation Hub created in the heart of Tech City in London to build and test new services around key social and digital media trends with the ultimate goal to make our customers' connected life better," commented Matteo Montan, Head of New Business, Buongiorno. "This new app, we release today, is perfectly poised to catch the convergence of social media, location-based services and mobile commerce. So.Lo.Mo. is a new mobile internet trend expected to grow dramatically in the next years and representing for a global mobile leader like us a great opportunity in which to invest."

The PROXIMITIPS iPad and iPhone app is free to download and will be available from the App Store from today.

"Proximitips is unique in the way it lets you connect in a single place to all your local needs for entertainment, shopping and fun. For the first time you get all of your social media real-time feeds to



IN BRIEF

Category:

Product launch

Topic:

iPhone and iPad app

Price:

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Web:

www.proximitips.com

Twitter: @Proximitips

Blog: <http://proximitips.wordpress.com>



keep you updated on what people around you are doing and allowing you to interact with them. There is booking functionalities providing access and connection to local shops and restaurants advertising their latest offers and promotions. There is a Q&A to ask questions or recommend places - where best to grab a bite to eat, a good pub to meet with friends or clubs to party at", commented Stefano Diemmi, Global Head of Social Media.

For more information about PROXIMITIPS, please visit www.proximitips.com.

About Buongiorno

Buongiorno (FTSE Italy STAR: BNG) is a leading global enabler of the mobile connected life. With direct connections to more than 130 telecom operators in 57 countries, 10 years' experience in the mobile ecosystem and a team of over 1000 professionals, Buongiorno makes the mobile internet experience happen. Buongiorno is the preferred partner for telecoms, enterprises, handset and connected device manufacturers, supporting them in delivering customized mobile data experiences. Buongiorno has a potential reach of over 2 billion mobile consumers and an array of services and content spacing from mobile content based value added services (VAS), innovative solutions to deliver personalized mobile experience which are marketed or reside on many of the most popular OEM handsets and digital stores; to mobile loyalty programs and mobile advertising and marketing campaigns under the established brands of [B!Digital](#) and [B!Mobile](#). In 2011 Buongiorno has launched [Cashlog](#), its innovative mobile payments solution system for both merchants and customers that allows the buying or selling of digital goods by using your mobile phone number. Buongiorno has recently acquired [Dada.net](#) consolidating its global leadership in the mobile data market. Buongiorno is listed at Milan Stock Exchange.

For more information about Buongiorno, please visit www.buongiorno.com.

For further information about Proximitips and Buongiorno, please contact:

Andrew Durkin / Dan Walsh

MUSTARD PR

Tel: + 44 (0) 1753 656 611

Email: andrew@mustardpr.com / dan@mustardpr.com