

innerActive and Buongiorno Team Up to Provide Free Ad-funded Mobile Entertainment

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Milano, Italy and Tel Aviv, Israel, June 10, 2008 - - innerActive Smart Media, a global provider of innovative, ad-funded entertainment channels, is teaming up with Buongiorno, the world number one in mobile entertainment, to offer its customers free ad-supported content (e.g. Games, IM and Video). The agreement signifies innerActive's first commercial ad-supported launch with a Tier One off-deck portal.

HotSMS, part of Buongiorno Marketing Services, will offer this free ad-funded entertainment service directly to its members of HotSMS.com. innerActive's solution also enables Buongiorno to offer its HotSMS.com subscribers the choice of free content, in return for viewing non-intrusive, contextual advertisements and product placements that are dynamically embedded in-content. The advertising sales will be handled by HotSMS.

40% click-through rates

Results from earlier trials of innerActive's platform have produced outstanding click-through results for brand owners of around 40%, as well as downloads ten times higher than for paid-for games. These compelling results are also partly due to the platform's self-learning capability, which learns what offers and incentives users respond to and modifies future promotions accordingly. The ad-funded model also gives content owners, brand owners and portals access to valuable new mobile user segments: in trials, 78% of games players were new users, who had never downloaded a game before. Users can also share ad-funded content for free with others, thereby creating a strong viral market that can be profiled and targeted.

Additional advertising revenue streams

Ziv Elul, Co-founder and Co-CEO of innerActive comments: "Offering users free games, in return for viewing advertisements and promotional offers, opens up a valuable new untapped market for advertisers, content owners and portals and also provides users that are unwilling to pay for premium content with a high quality, yet free, alternative. The agreement with Buongiorno to use our technology to offer ad-funded content to their customers represents a major step forward in this nascent sector."

Commenting on the ad sales potential, Ruben Troostwijk, Managing Director at HotSMS, says: "We're certain that innerActive's innovative and effective way of reaching target mobile users with ads and incentives will appeal to top 500 advertisers and ad agencies. Our ad sales experience combined with innerActive's ad-funded entertainment channel is sure to be a winning combination."

The agreement marks the second commercial launch of innerActive's ad-funded entertainment channel; the company has been working with mobile operator Cellcom in Israel since March 2007.

About innerActive

Founded in 2005, innerActive Smart Media is a leading provider of innovative Ad-Funded Entertainment Channels for Off

Deck portals, mobile operators, digital content providers, and media agencies.

innerActive's platform enables scalable and dynamic product placement solutions for rich media mobile content, as well as coupon management, according to the user's profile and consumption behaviour -- all this in a living catalog of mobile games, WAP, applications, IM, and Video. innerActive has recently launched its commercial service with Cellcom, Israel's largest operator, offering free mobile content. For more information about innerActive Smart Media, please visit www.inner-active.com.

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About Buongiorno

Buongiorno (Italy, MTA STAR: BNG) is a multinational leader in digital entertainment. With the acquisition of its competitor iTouch in 2007, Buongiorno has become the world's #1 in mobile content: music, video, games, social networking, mobile and interactive TV. The Company counts on an unparalleled international presence with 38 offices and business in 53 countries in 5 continents, direct connections with +100 telcos and access to over 2 billion mobile customers. Buongiorno is market leader in Europe and is one of the top 3 players in 8 of the world's most important geographies.

Buongiorno is present in Russia and Pacific Asia (India, China; Indonesia, Vietnam and Philippines) through the Joint Venture with the Japanese group Mitsui & Co., Ltd. The Company operates with two business lines: mobile value-added services (Consumer Services) distributed through the global brand BLINKO as well as through partnerships with leading telcos and media groups - and digital marketing services also referred to as sponsored content (Marketing Services).

Buongiorno is a partner of NCL (National Consumer League), the oldest American association for the consumer's protection, on developing an educational campaign for mobile entertainment users.

[You can find this press release here](#)