



## PRESS RELEASE

**Acotel Group creates Acotel Interactive Inc., dedicated to web and mobile services for the global market.**

**The company introduces new technologies and business models and inherits all existing activities and experiences of the Group in the selling of value-added services (VAS).**

**Rome, 16 February 2012** - Acotel Group, traded on the Milan Stock Exchange and world leader in the information and communication products and services industry, announced today the creation of Acotel Interactive Inc., based in New York City, dedicated to **Web and mobile services** business.

Acotel Interactive Inc. will manage B2C brands and businesses such as Flycell Inc. and its subsidiaries in Italy, Turkey, Brazil, Argentina and USA, and oversee the B2B VAS activities of Acotel SpA (Italia), Acotel do Brasil Ltda, Info2Cell LLC(Dubai) and Bucksense Inc. (USA).

This new global structure will allow for more efficient propagation of upcoming and existing commercial offerings. Such offerings will be centrally developed by Acotel Interactive and tailored for the different regional markets by existing local resources.

The unit has the following divisions:

- **Digital Entertainment** - includes consumer brands such as Yabox, Miggly, Flycell, SkillSweet, Giocanews, & SurveyLotto;
- **Mobile Services** - built on Acotel Group's pioneering of mobile value added services, Acotel Interactive provides white label VAS to mobile operators and media brands;
- **Interactive Advertising** - BuckSense is a performance-based interactive agency focused on helping Internet Publishers increase their earnings. Bucksense will play a central role promoting Acotel Interactive's Digital Entertainment offerings.

An important change also affects the technological front. Many of the new products and services are extensively based on innovative technologies. One of such technologies is HTML5, which allows for the creation of consistent user experiences with the advantage of not having to go through app stores for billing and distribution to the final consumer.



Acotel Interactive's activities will focus on delivering value in terms of autonomy, by reducing dependence on third parties and cost reduction due to lower billing and content fees via:

- the creation, promotion and global distribution of new products and services in areas such as mobile and online games publishing, skill competitions, online dating, e-learning and mobile apps;
- the incorporation of new billing systems for such products and services to include credit cards, micro payments and mobile billing;
- the tailoring of next generation platforms and solutions to mobile carriers and media brands.

**For more information:**

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