



## **PRESS RELEASE**

### **Acotel Group announces the launch of BuckSense Inc., a Worldwide Interactive Advertising Agency and the Exclusive Agency of Record for its subsidiaries Flycell and Yabox.**

Acotel Group SpA, the Italian based leader of information and communications products and services, publicly traded in the Milan Stock Exchange, announces the launch of BuckSense Inc. ([www.bucksense.com](http://www.bucksense.com)), a company geared towards Interactive Advertising for direct response advertisers looking to advertise their products and services worldwide.

**Rome, October 3, 2011** – Acotel Group SpA, the Italian based leader of information and communication products and services, announced today the launch of its new subsidiary BuckSense Inc., an Interactive Advertising Agency geared towards providing services to companies looking to promote their products and services online and around the world.

Additionally, Acotel Group SpA announced that its new subsidiary, BuckSense Inc. has been appointed as the Exclusive Agency of Record for its subsidiaries Flycell Inc. and Yabox LLC.

*"We are extremely excited about the launch of our new subsidiary", said Claudio Carnevale, Chairman of Acotel Group SpA. "With BuckSense, our goal is to utilize the years of international experience and the tremendous knowledge we have gained promoting our direct-to-consumer products and services, to help companies that are looking to advertise their products or services anywhere in the world through the internet".*

*"We are also very excited about naming BuckSense the Exclusive Agency of Record of our subsidiaries, Flycell Inc. and Yabox LLC" Mr. Carnevale added. "Having BuckSense be the Exclusive Agency of Record of Flycell and Yabox will allow us to work more directly with all the Internet Publishers that have supported and worked with us throughout the years".*

Javier Barragan, Vice President of Acquisition Marketing for Flycell and Yabox, has been appointed as General Manager of BuckSense Inc. Mr. Barragan will be leading this new venture and will be responsible for the day-to-day operations of the company.

#### **About Acotel Group ([www.acotel.com](http://www.acotel.com))**

Acotel Group is active in the provision of mobile value added services, the sale of mobile messaging solutions, the sale and installation of remote surveillance and security systems, the sale of mobile telecommunications services as MVNO (Mobile Virtual Network Operator) in Italy and the sale of advertising services. The Group is based in Rome and operates internationally with structures in 17 countries and offices in Rome, Beirut, Amman, New York, Rio de Janeiro, Sao Paolo, Dublin, Bucharest, Dubai, Riyadh, Kuala Lumpur, Nairobi, Istanbul, Madrid, Johannesburg, Jakarta, Panama and Il Cairo. The Group employed 483 people at June 30, 2011.

#### **Further information:**

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