



For Immediate Release

The Besen Group's CEO Alex Besen to Present at MVNO Industry Summit – Latin America 2011 in Sao Paulo, Brazil

Washington, D.C., April 18, 2011 (Business Wire) -- The Besen Group, an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today its CEO Alex Besen will be a featured presenter on April 27th at MVNO Industry Summit – Latin America in Sao Paulo, Brazil at Amcham Business Center . For more information, please visit <http://www.mvnoindustrysummit.com/latam>.

Session: The New USA MVNO Model

Changes and Successes

Why Have Past American MVNOs Failed?

Abstract: Establishing the differences between the US and the European model

Regional adaptations – 4G wholesale business models and the data MVNO scene

Agenda: About The Besen Group LLC

US MVNO Market Evolution Phases & Addressable Market Size

Current and Potential 4G MVNOs

4G MVNO Structural Relationships

4G MVNO Business Evaluation & Partnership Roles

4G Wholesale Pricing Models

Negotiate with 4G Host Network Operator (HNO)

4G MVNO Key Success Factors

Presenter: Mr. Besen has over 16 years of hands-on experience in the mobile industry working for operators and vendors in North America and Europe in numerous roles including business development, marketing, project management and finance. He has been working with mobile network operators in developing their wholesale business models, advising MVNOs to launch their mobile and mobile data services as well as helping MVNEs with their service portfolios.

He delivered a 4G wholesale business presentation to FCC in October 2010, RCA in December 2010 and CTIA in January 2011. In addition, he has spoken at MVNO Industry Summit 2010, Eurasia Com 2009, Mobile World Congress 2008, MVNO Summit 2008, MVNO Summit 2007, MVNO Congress 2007, Emerging Mobile Partnerships & MVNOs Conference 2007, CTIA Wireless 2006, and CTIA Wireless 2005.

About The Besen Group (www.thebesengroup.com)

The Besen Group is an international management consulting practice to the mobile industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile players with tools, knowledge, and services enabling them to perform optimally in their mobile environment. The Besen Group's competitive edge is based on practical experience with mobile operators, mobile vendors, and a mobile data laboratory.

Press Contact:

Mike Houghton

Tel: +1.703.799.7383

Email: houghton@communicreate.com