

For Immediate Release

The Besen Group Announces MTS to Act as the Official Sponsor of the 2013 4G LTE Wholesale Seminar

Washington, D.C., April 8, 2013 (Marketwire) -- The Besen Group, an international mobile data industry management consulting practice headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today that MTS - Mer Telemanagement Solutions LTd (Nasdaq: MTSL) will be the official sponsor of the 2013 4G LTE wholesale seminar. MTS is a global provider of Mobile Virtual Network Operators and Enablers (MVNO/MVNE), Mobile Money, Telecommunications Expense Management (TEM) and Customer Care & Billing (CC&B) solutions and services.

"We are honored to have MTS as the official sponsor of our 2013 4G LTE wholesale seminar. This is a great opportunity for MTS to get exposure in front of key decision makers in the 4G LTE ecosystem," said Alex Besen, Founder and CEO of The Besen Group LLC.

"The MVNO market offers businesses an exciting opportunity to join this growing segment of the mobile industry. Defining the right marketing strategy and business plan is critical, and powering that plan and strategy with the right MVNE platform and value-added support systems is essential in assisting the MVNO to achieve success," said Fabio Campagna, Director of MVNE Business Development for MTS. "As a leading provider of MVNE solutions and managed services for MVNOs, we understand the critical need to select the right MVNE partner, like MTS, that will support an MVNO's business plan and provide value added services that will differentiate the MVNO in the market."

The seminar contains the following key highlights:

■ **Session I: 4G Wholesale Business Fundamentals**

- Examining the 4G wholesale business models and partnerships as well as key drivers for 4G MVNOs

■ **Session II: 4G MVNO Business Plan**

- Analyzing the spectrum holdings and spectrum characteristics of the Host Network Operator (HNO)
- Defining the MVNOs licensed and unlicensed spectrum requirements based on its services
- Determining the MVNOs mobile network & BSS-OSS architecture and developing its roadmap
- Negotiating a win-win deal with a HNO and examining the different effects of wholesale pricing
- Integrating with HNO and/or its MVNE and MVNA partners as well as working with device vendors
- Enabling different cloud based deployment models and developing Service Level Agreements (SLAs)
- Understanding the nuts and bolts of the MVNO due diligence process and next steps moving forward

■ **Session III: 4G Wholesale Case Studies**

Organizations can select from a list of 57 current and potential 4G MVNO, 4G HNO and MVNE case studies.

■ **Workshops: Strategy and 4G MVNO Business Case Development**

For more information on the seminar, please send an email to seminar@thebesengroup.com or download the brochure: www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf. For more information on MTS, please visit www.mtsbilling.com.

About The Besen Group (www.thebesengroup.com)

The Besen Group is an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile data 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.

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