



For Immediate Release

The Besen Group's Founder Alex Besen to Present at Emerging Mobile Partnerships & MVNOs Conference in Boston, Massachusetts

Washington, D.C., September 18, 2007 (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 founder Alex Besen will be a featured presenter at the Emerging Mobile Partnerships & MVNOs Conference in Boston on September 26th at 1:45 p.m. EDT at the Courtyard Boston Tremont Hotel.

Session: MVNO Consolidation: M&A Solutions for a Crowded Market

Abstract: - Evaluating phases in the evaluation of the MVNO market and assessing the MVNO lifecycle;

- Examining tools and strategies for consolidation for diverse MVNO business models, including how to leverage: brand strength, core competencies, pricing structure and billing procedures;

- Analyzing multiple consolidation scenarios, including carrier/MVNO, MVNO/MVNE and MVNO/MVNO consolidation models;

- Determining how to best demonstrate the value of your business to ensure an optimal acquisition offer;

- Assessing the technical and legal processes involved in consolidation.

Individuals interested in scheduling a media or analyst briefing on September 25th or September 26th may send their request to boston@thebesengroup.com.

Mr. Besen has over 12 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 is an active member of mobile forums and international associations including CTIA and GSM World. He has spoken on MVNO panels at CTIA Wireless 2006, CTIA Wireless 2005, MVNO Summit 2007, Enterprise & Public Wireless LAN Conference and is quoted frequently in the leading telecommunications and media publications.

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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