



For Immediate Release

The Besen Group Celebrates Its Fifth Year Anniversary

Washington, D.C., December 1, 2009 (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 the celebration of its fifth year anniversary.

"We would like to take this time to thank our clients, independent consultants, advisors, representatives, channel partners for their continued support and belief in our company," said Alex Besen, founder of The Besen Group LLC. "We look forward to bringing a global perspective and an open approach to our client engagements, where the transfer of our mobile data knowledge, hands-on experience, and strategic thinking become part of our clients' ongoing competitive strength in the converged mobile ecosystem."

The Besen Group is a network of passionate independent consultants with hands-on experience from the mobile data industry located in Americas, Europe and Asia. The Besen Group defines mobile data as mobile advertising, mobile commerce, mobile positioning, mobile entertainment, mobile social networking as well as mobile data technologies such as EV-DO, HSPA, LTE, WCDMA and WiMAX.

Unlike traditional consulting firms, The Besen Group has low fixed overhead costs therefore it can offer substantial discounts to its clients. The Besen Group works on a project or retainer basis with mobile operators, MVNOs, MVNEs, mobile vendors, law firms, investment banks, venture capital and private equity firms.

Company presentation can be downloaded at <http://www.thebesengroup.com/downloads/TheBesenGroup.pdf>.

The Besen Group offers the following four service portfolios:

- Mobile Data Service Portfolio: (<http://www.thebesengroup.com/downloads/Mobile.Data.Service.Portfolio.pdf>)
- MVNO Service Portfolio: (<http://www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf>)
- MVNE Service Portfolio: (<http://www.thebesengroup.com/downloads/MVNE.Service.Portfolio.pdf>)
- HNO Service Portfolio: (<http://www.thebesengroup.com/downloads/HNO.Service.Portfolio.pdf>)

The Besen Group offers the following three seminars:

- MVNO Seminar: (www.thebesengroup.com/downloads/MVNO.Seminar.pdf)
- MVNE Seminar: (www.thebesengroup.com/downloads/MVNE.Seminar.pdf)
- Mobile Data MVNO Seminar: (<http://www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf>)

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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