



For Immediate Release:

The Besen Group Signs Five New Channel Partnerships

The Besen Group Announces Key Channel Partners for North America and European Regions with Mobile Interactive Agency, IdealWave Solutions, HireStrategy, Communicreate and Acconia

WASHINGTON, DC, and CANNES, FRANCE -- February 11, 2005 - From the 3GSM World Congress 2005 show, The Besen Group, LLC announced today that it has signed five channel partnership agreements to provide complementary services to The Besen Group's existing service portfolio. The new channel partners are Mobile Interactive Agency (MIA), a mobile data management firm; IdealWave Solutions and HireStrategy, two executive search firms; Communicreate, a public relations agency; and Acconia, a Swedish executive search and executive coaching agency. Other partners include technical training and e-services firms for the mobile data industry.

"With our channel partners, we offer a one-stop shop for the mobile data industry and we stay ahead of the competition, recognize the latest market demands, and exceed our client requirements," said Alex Besen, the group's founder and managing consultant. "Our partners represent our best ambassadors to develop the mobile data market around the globe and together we will meet all of our clients' requests in consulting, executive search, executive coaching, technical training, public relations, mobile data management, and e-services."

"We are extremely pleased about our partnership with The Besen Group. Alex and his team have proven to us their remarkable understanding of the MVNO business and we strongly believe the channel partner program we are a part of will enable any MVNO to reach their goals in a very effective way," said Christophe Garnier, CEO of Mobile Interactive Agency.

"We are very excited about the long term partnership with Alex and his team at The Besen Group. IdealWave's specialty in the wireless markets and expertise with building MVNOs is a natural compliment to the strategic competency within The Besen Group's mobile data consulting practice," said Matthew Corbett, Founder of IdealWave.

The Besen Group channel partners are carefully selected based on their mobile hands-on experience, market leadership, specialization, and global reach. Channel partners are entitled to the highest level of partnership and commitment from The Besen Group.

The Besen Group works with mobile operators, vendors, content providers, content aggregators, ASPs, ISPs, MVNOs, MVNEs, VCs, and enterprises. The Besen Group offers the following services to mobile data industry clients: 3G auction strategy & license application; business strategy & planning; business case modeling; market & customer segmentation; market research & competitive analysis; marketing & product launch; partnership & alliance development; project management; and RFP preparation.

In addition, The Besen Group released its latest White Paper and a sample business case tool focusing on key questions executive management address upon considering the launch of a successful MVNO.

About The Besen Group

The Besen Group, LLC (www.thebesengroup.com) 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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