



For Immediate Release

The Besen Group Announces its Mobile Virtual Network Enabler (MVNE) Service Portfolio

Washington, D.C., February 1, 2006 (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 Mobile Virtual Network Enabler (MVNE) service portfolio. Last month, The Besen Group launched its service portfolio for Mobile Virtual Network Operators (MVNOs).

The Besen Group's MVNE service portfolio is organized into four bundled groups of services based on developmental needs. These services assist MVNEs in positioning themselves to be close business partners with their customers and to create long-term business growth and profitability for both.

"Our objective is to ensure that our MVNE clients deliver products, services, solutions, and knowledge that their clients are expecting from them," said Alex Besen, founder and managing consultant of The Besen Group. "We have extensive hands-on experience from mobile and mobile data vendors globally, and we understand what mobile operators and mobile virtual network operators want and need in their business operations."

The Besen Group's MVNE service portfolio includes the following services: project management, product benchmarking, competitor SWOT analysis, mobile data MVNO seminar, marketing plan development, business strategy and planning, new sales lead identification, detailed market segmentation, MVNE business model evaluation, MVNE service portfolio evaluation, partnership and alliance development, custom business case development, mobile data application segmentation, MVNE workshops, seminars, webinars, market research and competitive analysis, product strategy development and roadmap.

About The Besen Group (www.thebesengroup.com)

The Besen Group's 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. The Besen Group's mobile data service portfolio consist of the following services: 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. The Besen Group works on a project or retainer basis with mobile operators, MVNOs, MVNEs, mobile vendors, content providers, content aggregators, ASPs, ISPs, VCs and enterprises from all around the world.

Contact:

Alex Besen
Tel: +1.703.981.8168
Email: alex@thebesengroup.com

Press Contact:

Mike Houghton
Tel: +1.703.799.7383
Email: houghton@communicate.com