



For Immediate Release

The Besen Group's Founder Alex Besen to Present at The Mobile World Congress 2008 in Barcelona, Spain

In-Depth Look at "European Football Club as an MVNO"

Mobile World Congress 2008

Washington, D.C., February 4, 2008 (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 on February 14th at 2:15 p.m. CET in Barcelona, Spain at the Mobile World Congress 2008, the most elite mobile communications event in the world, bringing together mobile industry leaders and visionaries from around the world. For information on the Mobile World Congress, visit www.mobileworldcongress.com.

Session ID: MS-301

Session Title: You Want to Do What? A Cutting-Edge Service Showcase

In this session, Mr. Besen will explain the business plan for an European football club as an MVNO. "Most of the European football clubs are the strongest national brands in terms of enthusiasm and recognition in their home markets. We already witnessed recent mobile service offerings from Benfica Club in Portugal and Olympique Lyonnais in France," said Alex Besen. "European football clubs have the potential to exploit their branded value even further by selling a range of mobile products and services to their current loyal fan base."

Individuals interested in scheduling a private meeting on February 12th, February 13th or February 14th may send their request to barcelona@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 GSMA. He has spoken on MVNO panels at CTIA Wireless 2006, CTIA Wireless 2005, MVNO Summit 2007, MVNO Summit 2008, MVNO Congress 2007, and Emerging Mobile Partnerships & MVNOs Conference 2007 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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