



For Immediate Release

The Besen Group Announces Mobile Data MVNO Seminar

Mobile World Congress 2010

Washington, D.C., February 2, 2010 (Business Wire) – The Besen Group, an international mobile data industry management consulting practice headquartered in the Washington DC area, with representatives in Paris and Tokyo, announced today a new Mobile Data MVNO Seminar titled “Mobile Media – A Cornerstone for Convergence”.

“With mobile broadband technologies, mobile media is paving the way for digital consumption and offers a new channel to promote, deliver and enhance services by flexible use of spectrum. We define mobile media as a mobile data service that links wide range of applications, devices and machines anywhere at anytime,” said Alex Besen, founder of The Besen Group LLC. “Our Mobile Data MVNO seminar is the only seminar of its kind in the world and provides a closer look at the mobile strategy of selected organizations “.

The seminar contains the following:

■ **Session I: Mobile Data Fundamentals**

This session provides an insight to mobile networks, convergence and mobile broadband technologies and applications.

■ **Session II: MVNO Business Guide**

This session provides a comprehensive overview of the MVNO business.

■ **Session III: MVNO Case Studies**

This session contains 30 current and future MVNO case studies: Amazon Kindle, Dell, Apple iPhone, Nintendo, LG, Electronic Arts, Sega, Nintendo, Panasonic, Kodak, Canon, GE, HP, Nokia, Sony, Garmin, Comcast, Time Warner Cable, Videotron, DirecTV, Dish Network, Terrestar Networks, Medtronic, Siemens, Philips, BMW, Ford, GM, Volvo, Google, T-Mobile USA.

■ **Workshops: Strategy and Business Case Development**

The strategy workshop includes a brainstorming session that will review our client’s mobile strategy, their partner’s selection, their competitors and their service offering.

The business case development workshop provides the right approach to develop a business case tool with assumptions and key financial metrics.

For more information, please send an email to seminar@thebesengroup.com or download the brochure: 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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