



For Immediate Release

The Besen Group Announces its Mobile Virtual Network Operator (MVNO) Service Portfolio

Washington, D.C., January 11, 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 Operator (MVNO) service portfolio.

The Besen Group's Mobile Virtual Network Operator (MVNO) service portfolio is organized into four bundled groups of services based on developmental needs. This ensures that before and after the launch of its mobile services, an MVNO's needs are both met and surpassed.

"We have extensive hands-on experience from start-up operators, mobile vendors, and a mobile data laboratory to help our clients in their day-to-day business operations," said Alex Besen, founder and managing consultant of The Besen Group. "We have worked on multiple MVNO projects globally and we understand what it takes to launch a successful mobile and a mobile data service in this competitive mobile market."

The Besen Group's MVNO service portfolio includes the following services: service benchmarking, market entry evaluation, competitor SWOT analysis, mobile data MVNO seminar, MVNE evaluation and analysis, marketing plan development, business strategy and planning, market and customer segmentation, mobile data revenue identification, partnership and alliance development, service and new product development, custom business case development, host network operator contract negotiation assistance, mobile data application segmentation, handset vendor evaluation and analysis, MVNO network architecture evaluation, project management and RFP preparation, market research and competitive analysis, churn management and revenue assurance, and measurement of key performance indicators.

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@communicreate.com