

For Immediate Release

The Besen Group's Founder Alex Besen to Present at MVNO Summit 2008 in San Francisco, California

Washington, D.C., January 14, 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 at the MVNO Summit in San Francisco, California on January 28th at 9:30 a.m. PST at the Hotel 480 located at 480 Sutter Street.

Workshop: Practical Planning and Effective Methodologies to Build a Successful Mobile Venture in the MVNO Marketplace

Abstract: The MVNO model has proven to be a challenging proposition in the hypercompetitive U.S. mobile phone market. In order to avoid the common pitfalls, unforeseen operational bumps & business threats, mobile market newcomers and MVNO hopefuls should thoroughly scan the existing business models, identify the best practices' and find out the most suitable options for their mobile ventures. The key to sustainable success is an ability to seize market opportunities, forecast the telecommunications landscape future technical and technological evolutions anticipate & fulfill consumer needs and select the most scalable solutions to optimize the profitability of the mobile venture.

Key points include:

- Evaluate different business models and develop go-to-market strategy;
- Be able to divide the addressable market into micro-segments and offer retention, loyalty and acquisition programs;
- Understand the HNO's evaluation criteria for MVNOs and define wholesale pricing schemes;
- Determine the structural relationships with HNO, MVNO, MVNE;
- Identify opportunities and key success factors for next generation MVNOs in a converging environment.

Individuals interested in scheduling a private meeting on January 28th, January 29th, and January 30th may send their request to sanfrancisco@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 Wireless and GSMA. He has spoken on MVNO panels at CTIA Wireless 2006, CTIA Wireless 2005, MVNO Summit 2007, 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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