

For Immediate Release

## **The Besen Group Congratulates LightSquared & Harbinger Capital Partners To Launch A New 4G LTE Wireless Broadband Network**

**Washington, D.C., July 26, 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, appreciatively notes LightSquared and its investment arm Harbinger Capital Partners plans to launch a new nationwide 4G LTE wireless broadband network.

"LightSquared's wholesale business model is the ultimate way for consumer electronics companies, telecom, cable, satellite, 3G mobile operators, big box retailers and M2M companies to get access to its 4G mobile broadband network. Each time wholesale partners sign a deal with LightSquared, we define them as mobile data MVNO and we define LightSquared as Host Network Operator (HNO)," said Alex Besen, Founder and CEO of The Besen Group LLC.

"Given that most MVNOs have a dearth of mobile data experience, making this wholesale business model work will require scaling the few identifiable success stories appropriately and using knowledgeable resources with hands-on experience from the outset to assist the launch of viable mobile services. We certainly don't want to see these 4G MVNOs repeat the same mistakes as their predecessors such as Amp'd Mobile, Disney Mobile, ESPN Mobile, Helio, Movida, and Voce that we have witnessed in the US," added James Titzell, Mobile Broadband Advisor of The Besen Group LLC.

For the past 7 years, The Besen Group has been working with HNOs in developing their wholesale business models and helping MVNOs to launch their mobile and mobile data services on a global basis. For a list of references and clients, please visit <http://www.thebesengroup.com/about/reference.htm>.

The following documents can be downloaded for more information and review:

- MVNO Service Portfolio ([www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf](http://www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf))
- MVNE Service Portfolio ([www.thebesengroup.com/downloads/MVNE.Service.Portfolio.pdf](http://www.thebesengroup.com/downloads/MVNE.Service.Portfolio.pdf))
- HNO Service Portfolio ([www.thebesengroup.com/downloads/HNO.Service.Portfolio.pdf](http://www.thebesengroup.com/downloads/HNO.Service.Portfolio.pdf))
- MVNO Seminar ([www.thebesengroup.com/downloads/MVNO.Seminar.pdf](http://www.thebesengroup.com/downloads/MVNO.Seminar.pdf))
- MVNE Seminar ([www.thebesengroup.com/downloads/MVNE.Seminar.pdf](http://www.thebesengroup.com/downloads/MVNE.Seminar.pdf))
- Mobile Data MVNO Seminar ([www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf](http://www.thebesengroup.com/downloads/Mobile.Wholesale.Seminar.pdf))
- Sample MVNO Business Case ([www.thebesengroup.com/downloads/MVNO.xls](http://www.thebesengroup.com/downloads/MVNO.xls))
- Sample MVNE Business Case ([www.thebesengroup.com/downloads/MVNE.xls](http://www.thebesengroup.com/downloads/MVNE.xls))
- Key MVNO Success Factors (<http://www.thebesengroup.com/downloads/NR.Oct09.pdf>)
- HNO Market Position Matrix (<http://www.thebesengroup.com/downloads/NR.Nov09.pdf>)
- Cable Companies as MVNOs (<http://www.thebesengroup.com/downloads/NR.Mar10.pdf>)

To schedule a conference call to discuss any of our mobile broadband services, please send an email to [info@thebesengroup.com](mailto:info@thebesengroup.com).

### **About The Besen Group** ([www.thebesengroup.com](http://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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