



For Immediate Release

The Besen Group Releases Its MVNO Market Position Matrix

In-Depth Look at “Leaders, Challengers, Followers and Nichers”

Washington, D.C., June 5, 2007 (Business Wire) -- The Besen Group, an international mobile data industry management consulting practice, today announced its MVNO Market Position Matrix. The Besen Group, headquartered in the Washington DC area, with representatives in Paris and Tokyo, offers half-hour telephone consultations to describe the outcome of its MVNO Market Position Matrix to finance industry professionals specifically to hedge funds, private investors, investment bankers, private equity and venture capital firms.

“The convergence of telecom, media and computer industries provide greater opportunities and synergies to those companies who best understand the new telecom world and those who act first. The main objective of MVNOs is to create the highest value for their customers and ultimately own their loyalty,” said Alex Besen, founder of The Besen Group LLC.

“We strongly believe that finance industry professionals; who don’t have the hands-on experience from the mobile industry, have little and limited knowledge of the new telecom world; will greatly benefit from our MVNO Market Position Matrix by providing their clients with up-to-date information, more accurate valuations and identify new investment opportunities for their firms. The information from the matrix can also be used to measure the successful MVNOs.”

The Besen Group’s MVNO Market Position Matrix evaluates each MVNO by its business model, distribution capability, innovative service offering, branding and current customer base, utilization of partnerships, financial strength, and the practical experience of the management team.

The Besen Group selected and evaluated the following MVNOs: Amp’d Mobile, Disney Mobile, Helio, Kajeet, Movida and Virgin Mobile.

To schedule a telephone consultation, please send an email with contact details including name, title, company name and phone number to matrix@thebesengroup.com.

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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