



For Immediate Release

The Besen Group Announces its Host Network Operator (HNO) Service Portfolio

Washington, D.C., March 1, 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 Host Network Operator (HNO) service portfolio. This announcement follows The Besen Group's recent launches of service portfolios for Mobile Virtual Network Operators (MVNOs) and for Mobile Virtual Network Enablers (MVNEs).

The Besen Group's HNO service portfolio is organized into four bundled groups of services based on developmental needs. These services are designed to meet any HNO's unique requirements by combining The Besen Group's excellent position in the mobile industry with its deep knowledge of the mobile ecosystem.

"Our objective is to guarantee a clear commercial benefit for HNOs to share their network with MVNOs and execute sound commercial agreements with MVNOs and MVNEs," said Alex Besen, founder and managing consultant of The Besen Group. "We have extensive hands-on experience from start-up operators, mobile vendors, a mobile data laboratory, as well as MVNO and MVNE projects from North America and Europe."

The Besen Group's HNO service portfolio includes the following services: project management, service benchmarking, wholesale pricing analysis, new revenue identification, competitor SWOT analysis, mobile data MVNO seminar, MVNO evaluation and analysis, MVNE evaluation and analysis, business strategy and planning, HNO network traffic analysis, detailed market segmentation, HNO service portfolio evaluation, service and new product development, custom business case development, HNO workshops, seminars, webinars, MVNO network architecture evaluation, 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.

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