



For Immediate Release

The Besen Group Announces MVNO Due Diligence Service

In-Depth Look at “The Nuts and Bolts of an MVNO”

Washington, D.C., March 10, 2008 (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, announced today a new MVNO Due Diligence Service to existing and new MVNOs from all around the world.

“The benefit of our due diligence service is based on an independent viewpoint from a party who has no direct interest in the outcome of the MVNO. We will research, gather and evaluate necessary information to develop a clear understanding of the MVNO’s business,” said Alex Besen, founder of The Besen Group LLC. “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 the competitive mobile market.”

In addition to the due diligence service, The Besen Group’s MVNO service portfolio include 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.

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

- MVNO Service Portfolio (www.thebesengroup.com/downloads/MVNO.Service.Portfolio.pdf)
- MVNO Seminar (www.thebesengroup.com/downloads/MVNO.Seminar.pdf)
- Sample MVNO Business Case (www.thebesengroup.com/downloads/MVNO.xls)

To request a due diligence service, please send an email with contact details including name, title, company name, phone number and a copy of the non-disclosure agreement to mvno@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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