



For Immediate Release:

New International Mobile Data Industry Consultancy Debuts

The Besen Group's Competitive Edge: More than 10 years of Hands-On Experience with Mobile Operators, Vendors and Mobile Data Laboratory

WASHINGTON, DC, October 25, 2004 -- The Besen Group, LLC, today announced the launch of its new international mobile data industry management consulting practice. Alex Besen will manage the firm, headquartered in the Washington DC area, with representatives in Paris and Tokyo.

The Besen Group has more than 10 years of mobile and mobile data expertise from leading telecom and media companies based throughout the world. The group's hands-on experience includes managerial positions and independent consultancy projects as well as educational workshops, seminars and corporate presentations from 12 countries.

Eight distinct services are offered to mobile data industry clients: 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.

"With our international presence in three continents, we bring global perspective and an open approach to client engagements. We believe our competitive edge is our carrier grade experience with mobile operators, mobile vendors and a mobile data laboratory," said Alex Besen, the group's founder and managing consultant. "The mobile data market will only develop if convincing business cases can be demonstrated for all players in the new mobile eco-system. We offer state-of-the art customized business case tools to assist our clients in their decision making and planning. For this service, we offer 'Satisfaction Guaranteed or Money Back' policy that is very distinctive for a consulting practice."

Prior to founding The Besen Group, he developed opportunities with mobile operators in North America and Europe for Mantas (formerly known as Sotas). Previously, Besen worked at Ericsson with mobile operators on MMS, GPRS, MVNO and UMTS projects in the EMEA (Europe, Middle East and Africa) region. He was also responsible for identifying potential partners and hosting workshops at Ericsson Mobility World (a mobile data laboratory) where developers create, optimize and commercialize mobile applications.

Prior to this position, Besen was a business development manager at T-Mobile USA (formerly known as Omnipoint Communications) where he was responsible for partnerships, joint ventures and provided billing, customer care, marketing and vendor financing solutions to mobile operators.

Besen began his mobile career as a program manager with Pocket Communications based in Washington, DC where he managed the company's auction activity for C-block spectrum licenses as well as other activities associated with market research, market segmentation, pricing plans and market distribution strategies.

He holds a BS degree in Management from the University of Tampa and a MBA from the American University. Besen is fluent in French, Turkish and proficient in Italian. He is an active member of mobile forums and international associations.

About The Besen Group

The Besen Group, LLC (www.thebesengroup.com) 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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