



For Immediate Release

The Besen Group Announces Telephone Consultation Service for Next-Generation MVNOs

In-Depth Look at “The Next-Generation MVNOs from Telecom, Media, and Computer Industries”

Washington, D.C., October 17, 2007 (Business Wire) -- The Besen Group, an international mobile data industry management consulting practice, today announced a new Telephone Consultation Service to next-generation MVNOs, specifically for chief executive officers or executives responsible for wireless operations.

The Besen Group, headquartered in the Washington DC area, with representatives in Paris and Tokyo, offers half-hour telephone consultation providing an industry insight of the new mobile eco-system including business strategy and MVNO business model.

“With the upcoming FCC’s 700 MHz auction in January 2008, we believe that many companies from multiple industries will explore the MVNO business model to enter the mobile market and offer innovative services to consumers. The convergence of telecom, media and computer industries formed a new phenomenon called mobile media that is reshaping the fundamental concept of what mobile networks are, how they work and the services they provide,” said Alex Besen, founder of The Besen Group LLC.

To schedule a telephone consultation, please send an email with contact details including name, title, company name and phone number to telconsult@thebesengroup.com. Telephone consultations can also be scheduled on Saturdays and Sundays.

To learn more about our vision for the new mobile eco-system, please visit our web site at <http://www.thebesengroup.com/about/vision.htm>.

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.

Contact:

Alex Besen
Tel: +1.703.981.8168
Email: alex@thebesengroup.com

Press Contact:

Mike Houghton
Tel: +1.703.799.7383
Email: houghton@communicreate.com