

For Immediate Release

The Besen Group's Founder Alex Besen to Present at MVNO Congress 2007 in Vienna, Austria

Washington, D.C., September 12, 2007 (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 founder Alex Besen will be a featured presenter at the MVNO Congress 2007 in Vienna, Austria on September 19th at 3:20 p.m. CEST at the Marriott Hotel.

Session: Developing The Business Case For Sports Affiliated MVNO Brands

Abstract: - Identifying brands that inspire high levels of loyalty and explaining the business case for a football club MVNO;

- Exploiting micro-segmentation to really understand the behavior and needs of the football fan;

- Assessing the success some sports clubs have had with wallpaper and ringtones for mobile phones;

- Using MVNEs as an intermediary to provide the vital link into the telecoms industry and determining the service portfolio they can offer;

- Evaluating the lessons learned from the failure of ESPN;

- Understanding how to exploit brand loyalty and convert a fan base into a large volume of subscribers.

Individuals interested in scheduling a media or analyst briefing on September 17th, September 18th, September 19th and September 20th may send their request to vienna@thebesengroup.com.

Mr. Besen has over 12 years of hands-on experience in the mobile industry working for operators and vendors in North America and Europe in numerous roles including business development, marketing, project management and finance. He is an active member of mobile forums and international associations including CTIA and GSM World. He has spoken on MVNO panels at CTIA Wireless 2006, CTIA Wireless 2005, MVNO Summit 2007, Enterprise & Public Wireless LAN Conference and is quoted frequently in the leading telecommunications and media publications.

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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