



For Immediate Release

The Besen Group's Founder Alex Besen to Speak in the MVNO Session at CTIA Wireless 2006

CTIA Wireless 2006

Washington, D.C., March 21, 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 founder Alex Besen will participate in the Mobile Virtual Network Operator (MVNO) Session on April 5th at 1p.m. in Las Vegas at CTIA Wireless 2006, the most important wireless technology event of the year.

Session: MVNO Outlook

Abstract: There have been numerous MVNO launches, some more loudly marketed than others. Can an MVNO rent spectrum and support the brand's content inventory' with sufficient revenue by selling to enough customers at a high price to ensure long-term viability of the business model? This session looks critically at the MVNO model from the perspectives of network access and operation, and brand and consumer marketing.

Moderator: Andrew Cole – President, TMNG, Inc.

Speakers: Jean Barrett – General Manager, Products, Bell Mobility
Alex Besen – Founder, The Besen Group, LLC
Kevin Haddad – CEO, Ztar Mobile, Inc.
Matt Johnson – CEO, Visage Mobile
Raja Narayanan – Vice President, Mobility Solutions, Toshiba America

In this session, Besen will explain the micro-segmentation process that is one of the key success factors to launch a successful MVNO. "Micro-segmentation will only occur with extensive consumer profiling where behavioral and usage patterns can be collected and analyzed so that each consumer's desires and needs are better understood," said Alex Besen. "It is important to build mobile data services to fit the consumer's mobile lifestyle."

The Besen Group highly recommends the MVNO Session to anyone who wants to better learn the challenges and opportunities in the MVNO value chain. For more information on CTIA Wireless 2006, visit www.ctiawireless.com.

Individuals interested in scheduling a private meeting on April 6th or April 7th may send their request to vegas@thebesengroup.com. Following the meeting, individuals will receive The Besen Group's MVNO Pack within 10 business days.

About The Besen Group

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 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. The Besen Group offers the following four service portfolios: Mobile Data Service Portfolio, MVNO Service Portfolio, MVNE Service Portfolio, and HNO Service Portfolio. For more information, visit www.thebesengroup.com.

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