



For Immediate Release

The Besen Group Announces New MVNO Seminar

In-Depth Look at “New Faces of Mobile Communications”

Washington, D.C., May 5, 2008 (Business Wire) -- The Besen Group, an international mobile data industry management consulting practice, today announced a new MVNO seminar titled “New Faces of Mobile Communications”.

The Besen Group, headquartered in the Washington DC area, with representatives in Paris and Tokyo, offers this targeted training as an on-site seminar to organizations looking to launch a successful MVNO or improve competitive advantage.

“Our MVNO seminar is the most comprehensive seminar of its kind in the world. It will help you stay ahead of your competition and become one of the most successful MVNOs in the mobile market. Whether you want to brush up on MVNO fundamentals or get a thorough business overview, we cover both and more,” said Alex Besen, founder of The Besen Group LLC.

With this seminar, participants will learn how to position their company’s brand for the mobile market; differentiate their service offering from their competitors; develop a unique MVNO strategy on how to enter the mobile market and learn how to build a compelling voice and data centric MVNO business case.

The seminar takes an inside look at 50 MVNO case studies from 28 different categories. Case studies include: Aeris.net, Agip, Amazon, Amp’d Mobile, Apple, Ayyildiz, Best Buy, Blyk, BT, Carrefour, Cbeyond, Clearwire, Cox, Disney Mobile Japan, Disney Mobile USA, ESPN Mobile, FastWeb, FireFly, Garmin, Google, ICO, IJ, Inmarsat, Iridium, Italian Post Office, Jitterbug, Kajeet, KDDI Wireless, Kore Wireless, Lyca Mobile, Movida, Neuf Cegetel, Nintendo, NRJ Mobile, Olympique Lyonnais, Qualcomm, Rabo Bank, Raco Wireless, Red Pocket Mobile, SL Benfica, Spring Mobil, Tchibo, Tele2, The Carphone Warehouse, Tracfone, Tuyo Mobile, Virgin Mobile USA, Voce and Vonage.

For more information, please send an email to seminar@thebesengroup.com or download the MVNO Seminar brochure: www.thebesengroup.com/downloads/MVNO.Seminar.pdf.

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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