



For Immediate Release

The Besen Group's CEO Alex Besen to Lead 4G Wholesale Workshop at MVNO Industry Summit 2011 in Barcelona, Spain

Washington, D.C., May 2, 2011 (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 CEO Alex Besen will lead a 4G wholesale workshop on May 9th at MVNO Industry Summit in Barcelona, Spain at the Novotel City Hotel. For more information, please visit <http://www.mvnoindustrysummit.com/>.

Title: 4G Wholesale Business Models & Partnerships

Abstract: Clearwire and LightSquared are the only companies in the world whose business models are based on 4G wholesale business. The workshop will provide participants with a comprehensive overview of key success factors of launching a successful mobile data (4G) MVNO with licensed or unlicensed spectrum.

Agenda: About The Besen Group LLC

Establishing Mobile Broadband Eco-System

4G MVNO Market Entry Evaluation & Strategy Planning

4G HNO Evaluation & Contract Negotiation

MVNE Identification & Evaluation & Analysis

Partnerships & Alliance Development

4G HNO (Host Network Operator) Key Success Factors

4G HNO Case Studies: Clearwire & LightSquared

4G MVNO Business Case Development

4G MVNO Key Success Factors

4G MVNO Case Studies: Best Buy & Time Warner Cable

Leader: Mr. Besen has over 16 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 has been working with mobile network operators in developing their wholesale business models, advising MVNOs to launch their mobile and mobile data services as well as helping MVNEs with their service portfolios. He delivered a 4G wholesale business presentation to FCC in October 2010, RCA in December 2010 and CTIA in January 2011.

About The Besen Group (www.thebesengroup.com)

The Besen Group is an international management consulting practice to the mobile industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile 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.

Press Contact:

Mike Houghton

Tel: +1.703.799.7383

Email: houghton@communicate.com