

ModelCom Invited to Share its Expertise in New York.

Tuesday, September 18th 2006 – Following Highly Praised Appearance in Singapore last July, ModelCom Is Invited to Share its Expertise in New York.

ModelCom, a market leader in business modeling and market analysis, has been invited to share its expertise in the emerging field of Mobile Virtual Network Operator (MVNO), in New York, from September 26th to 28th. This invitation follows an appearance in Singapore last July that was widely appreciated by the conference delegates.

Internationally viewed as a key player in this industry, ModelCom will present at the MVNO Sustainable Business Models Conference in New York, an event organized by Informa Telecoms & Media that will be attended by major network carriers, vendors, MVNOs and Mobile Virtual Network Enablers (MVNE) from the telecom industry.

“ModelCom has a long and solid international experience in helping its clients navigate through the complexity of implementing and developing their brand, market strategy and business models, especially in the highly competitive wireless industry”, says Frédéric Lavoie, Vice-President – Business Development of ModelCom, who will be the conference speaker at the international conference. “Many appealing developments are now taking place within the MVNO field. It is increasingly obvious that major traditional wireless brands only will not be sufficient to sustain growth in a well penetrated market. MVNOs are the vehicles of choice to drive up the penetration since they address specific market segments with specific needs and interests.”

Mr. Lavoie’s lecture will focus mainly on understanding the economics of the MVNO value chain and evaluating the financial viability of launching an MVNO. He will also showcase ModelCom’s practical experience in the field.

Those interested in the event are invited to consult the Informa Telecoms & Media Web site, at www.informatm.com/newt/l/mvno/mvnony. For more information on ModelCom services, please visit our Web site www.modelcom.com

About MVNO

MVNO’s are companies who, instead of building a network, negotiate the right to use networking infrastructure of other established wireless operators to market and offer wireless services to their subscribers. These ‘virtual networks’ enable them to get access to a significant geographic coverage and to a whole portfolio of mobile services.

About ModelCom

Specializing in business modeling and market analysis, ModelCom is a consulting firm whose rigorous methodology, knowledge of current business issues and hands-on approach is second to none. Since its inception in 1995, ModelCom has successfully completed projects for over 125 clients, assisting them to secure over US\$2.5B in financing. ModelCom has spearheaded the launch of major wireless operations worldwide and has been instrumental in the business modeling of several MVNOs, large cablecos and mobile data providers.

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