

## **ModelCom Invited to Share its Expertise in Singapore.**

Montreal, July 10<sup>th</sup> 2006 – 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 Singapore, July 12<sup>th</sup> to 14<sup>th</sup>.

Widely viewed as a key player in this industry, ModelCom will present at the MVNO's & Mobile Brands Asia Pacific Conference, organized by Informa Telecoms & Media, an event that will be attended by major network carriers, vendors and Mobile Virtual Network Enablers 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 and market strategy, especially in the rapidly growing wireless industry", says Frédéric Lavoie, Vice-President – Business Development of ModelCom, who will be the conference speaker at the international conference. "With our long list of credentials and our unique industry knowledge, ModelCom has become a subject matter expert in this ultra-competitive industry and we look forward to sharing our expertise with both established and potential MVNO's, in this fast-growing Asia-Pacific region."

Mr. Lavoie's lecture will mostly focus on the challenges of building a strong and fruitful partnership between the MVNO and their network operators. He will also showcase the practical experience of ModelCom in the field.

Those interested in the event are invited to consult the Informa Telecoms & Media Web site, at [www.informatm.com/mvnoasia](http://www.informatm.com/mvnoasia). For more information on ModelCom services, please visit [www.modelcom.com](http://www.modelcom.com)

### *About MVNO*

MVNO's are companies who, instead of building themselves 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' are enabling 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 have been instrumental in the business modeling of several MVNOs, large cablecos and mobile data providers.

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