

Mobile Enterprise and Frost & Sullivan Strategic Alliance

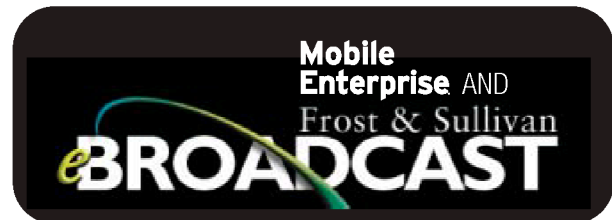
Live eBroadcasts

Mobile Enterprise has partnered with leading analyst firm Frost & Sullivan for an eBroadcast series focusing on the integration of mobile technology solutions into the enterprise. This partnership allows us to attract additional mobile and wireless executives for eBroadcasts that fully leverage the market cache and expertise of the industry's leading information sources.

In today's turbulent times, the interest in "virtual" events is growing and the competition to sign up registrants is becoming ever more difficult. Time is money and attendees, whether "virtual" or "live," want value, not a sales pitch. Frost & Sullivan and Mobile Enterprise are in the business of providing information. The combination of our service and value is recognized as a necessary ingredient to draw participants to sign up for eBroadcasts and keep them tuned in throughout the event.

The Goals of the Strategic Partnership

- **LEADS!** Bring you live leads via the eBroadcast by targeting our two respected databases.
- Offer you the leading magazine's editor-in-chief with the leading mobile and wireless analysts from Frost & Sullivan as the chairs of the eBroadcast. Credibility to the event!
- Develop clear objectives for the continuous improvement of your corporate strategy.
- Access to FFA's and Frost & Sullivan's databases for bringing key decision makers to the event.
- Bring you more **SALES!**



About Frost & Sullivan's ICT Practice...

Frost & Sullivan's Information and Communications Technologies (ICT) Practice has over 40 years of experience in analyzing, forecasting and providing strategic guidance to its clients in the dynamic high technology marketplace. Leveraging Frost & Sullivan's worldwide team of over 300 vertical market specialists, the ICT Practice provides the most robust global coverage in the industry.



Market experts dedicated to the field force automation market have a unique reach into all major vertical markets, including financial, manufacturing, IT, healthcare, transportation and consumer markets.

"Partnering with Frost & Sullivan offers not only market insight and market influence, but a tremendous reputation for valued strategic guidance to companies in all markets."

—ED MESKILL, PUBLISHER, MOBILE ENTERPRISE