

Enterprise Solutions Webinar Series

CTIA Wireless Internet Caucus Enterprise Action Team and Mobile Enterprise Magazine Partner to Educate the Enterprise

WASHINGTON, D.C.—March 14, 2005—With wireless analysts predicting that two-thirds of all U.S. employees will be mobile by 2006, the CTIA Wireless Internet Caucus (WIC) Enterprise Action Team, a consortium of leading wireless carriers and mobile data vendors, is launching an aggressive, enterprise-focused educational program to help spur the adoption of wireless data solutions.

In support of the educational program, CTIA's Wireless Internet Caucus and *Mobile Enterprise Magazine* have implemented an Alliance Partnership agreement to launch a series of instructional Webinars focused on specific market segments and to create an online forum through which enterprises can more easily and effectively evaluate wireless data solutions.

"The WIC Enterprise Action Team is most pleased to be announcing this increased effort to educate the IT community on the range and capabilities of wireless data products and services," says Mark Desautels, Vice President, Wireless Internet Development, CTIA – The Wireless Association™. "And we especially look forward to working with *Mobile Enterprise Magazine* to get the word out to enterprise IT professionals about the wireless data solutions available today."

"We're very excited about partnering with CTIA to produce this Webinar Series," says *Mobile Enterprise Magazine* Publisher, Ed Meskill. "We think both companies bring a level of expertise and synergy to mobility which will make this Series a success."

In 2005, the Webinar Series will address solutions for E-mail/CRM, Utilities, Pharmaceutical/Healthcare and Public Safety/Government.

Email/CRM
June 2005

Utilities
September 2005

Pharmaceutical/Healthcare
October 2005

Public Safety/ Government
December 2005

The WIC Enterprise Action Team and *Mobile Enterprise Magazine* are dedicated to advancing the wireless data industry by providing clear and accurate information on wireless data solutions for the enterprise market.

Please visit www.WirelessEnterpriseInfo.org or www.MobileEnterpriseMag.com for more information on wireless data solutions for the enterprise and the Webinar Series.

The WIC Enterprise Information Web site is an excellent resource for CIOs, IT Managers and others in the business community looking for information on wireless data solutions available today and details on how they may be deployed. The site contains detailed technical architectures, descriptions of each system component, links to all the primary service and solutions providers and scores of case studies outlining solutions to problems, including information on the ROI of investing in wireless data systems.

Mobile Enterprise Magazine provides business executives and managers as well as IT implementers with the strategies and specifics for integrating new technology into their companies' mobile operations. *Mobile Enterprise* and www.MobileEnterpriseMag.com detail how to successfully, and profitably, add cutting-edge, mission-critical solutions to make mobile workers of all kinds more productive and effective.

About CTIA Wireless Internet Caucus

The mission of the CTIA Wireless Internet Caucus (WIC) is to accelerate the growth of the wireless data ecosystem in the United States. It also serves as a rallying point for wireless Internet companies on public policy issues of importance to the wireless community, such as spectrum management and privacy.

With established guiding principles, goals and objectives, the WIC serves to provide the wireless Internet industry with the unifying force it needs to foster wireless ecosystem development and, thus, accelerate market acceptance. An investment in the unique opportunity provided by CTIA offers individual participants in the WIC a plethora of business benefits, from business development assistance and market focus to the significant potential of shortening time-to-market cycles. The time for action in wireless Internet development is now; CTIA's WIC is the vehicle. For more information about WIC, visit www.ctia.org/wic.

About Mobile Enterprise Media

Mobile Enterprise magazine and www.MobileEnterpriseMag.com are the leading resources of information on the latest advances in mobile technology and how technology is being applied in the enterprise. MOBILE ENTERPRISE MEDIA

properties include: *Mobile Enterprise* magazine with a circulation over 50,000 IT decision-making executives; the Web site www.MobileEnterpriseMag.com, which reaches thousands of people daily with breaking news in the mobile enterprise industry; a bi-weekly e-newsletter, *Mobilizer* that reaches 33,000 opt-in subscribers; *Mobile Enterprise Outlook* a quarterly research report (Andy Seybold–partner) covering the latest trends in mobility; *Mobile Enterprise Custom Publishing*, and the *Mobile Enterprise World Congress* event (IIR–partner), which brings together vendors and customers who are leading the charge in mobilizing their workforce.