



VITAL WAVE CONSULTING'S KAREN COPPOCK AND BRENDAN SMITH
SELECTED TO SPEAK AT
INTERNATIONAL CTIA WIRELESS 2009® IN LAS VEGAS

MOUNTAIN VIEW, CA (March 29, 2009) - Vital Wave Consulting today announced that Dr. Karen Coppock and Brendan Smith have been selected to speak at the International CTIA WIRELESS 2009® educational program taking place April 1-3 at the Las Vegas Convention Center.

Smith and Coppock will participate in the sessions entitled **The Opportunity for Mobile Services in the Developing World**, within the BRIC, Emerging Markets track and **Healthcare - An Industry Vertical Using Cellular Successfully** within the Developing Business on Mobile track, respectively. Smith will discuss the role that mobile services will play in accelerating profitable revenue growth in emerging markets. Coppock will discuss the variety of business and technical challenges confounding the selection process for healthcare organizations along with a variety of wireless deployment solutions that have been adopted by the industry. Smith and Coppock will be joined by other leaders from the wireless industry.

"This year's educational program will focus on the development of wireless technologies, business roadmaps and emerging opportunities for established and emerging wireless players," said Mark Desautels, vice president and show educational program director of CTIA WIRELESS. "We look forward to Vital Wave Consulting's participation in making this year's program a success."

"We're excited to see a greater focus on emerging markets at CTIA this year," says Coppock. "As mobile subscriptions around the world reach saturation levels, mobile services in emerging markets will be the most substantial growth opportunity for mobile companies. Mobile services such as mHealth, mMoney and mCommerce, continue to create opportunities for increased ARPU while drawing more subscribers into the market."

About Vital Wave Consulting

Vital Wave Consulting works with telecommunications and IT companies to accelerate their profitable revenue growth in emerging markets. Through highly specialized consultants and field teams around the developing world, the company provides strategy consulting and market intelligence to Fortune 500 technology firms including Intel, Microsoft and Cisco. Vital Wave Consulting's work is focused specifically on the intersection of technology business and emerging markets. The firm engages with clients in topic areas such as mServices, eHealth, micro-finance, remittances, low-cost devices, and alternative business models.

About International CTIA WIRELESS 2009®

As the largest wireless show in the world representing a \$1 trillion global industry, International CTIA WIRELESS brings together all industries advanced by wireless technology for three days of intense learning and networking. Visit www.ctiashow.com.

CTIA -The Wireless Association® is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. CTIA is also recognized as the producer of two annual technology events: International CTIA WIRELESS 2009 takes place in Las Vegas, April 1-3; International CTIA WIRELESS I.T. & Entertainment 2009 takes place in San Diego, October 7-9. For more association information, visit www.ctia.org.

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