

FOR IMMEDIATE RELEASE: NORTH AMERICAN TELECOM INDUSTRY ICON ROGER DEWEY LAUNCHES NEW COMPANY TO PROVIDE CONSULTING SERVICES IN THE PROLIFIC MACHINE-TO-MACHINE SPACE.

The new venture will provide business-focused consulting services to customers in all industrial and commercial segments seeking to deploy machine-to-machine (M2M) solutions to drive productivity improvements in traditional business processes.

RALEIGH, NC – November 19, 2008 -- Roger Dewey, celebrated figure in the North American telecommunications industry announced today the launch of his new venture, M2MV, LLC (www.m2mv.com), a consulting firm dedicated to the business of integrating machine-to-machine communication solutions into enterprise processes. To M2M application developers, the firm will provide consulting services in expanding markets from North America to Europe, Asia, Latin America and vice-versa. M2MV will also serve as a source of analysis and intelligence to the investor community providing guidance in their efforts to understand this promising yet complex area of wireless industry.

“M2MV for me is the crowning of a 12-plus year long career in the global telecom industry and a life-long dream” says Dewey. “The timing for the launch of this effort could not be better. The tough economic and financial environment has caused enterprises of all shapes and sizes to engage in a new wave of programs and initiatives to re-evaluate their processes, looking for areas to improve. As I have been saying very loudly since 2001, machine-to-machine is the mother-load enabler of productivity improvements”.

Peggy Smedley, editorial director of world-renowned and leading segment publication, *M2M* magazine, says: “One of the key elements to encouraging M2M adoption is ensuring enterprise adopters have access to the right information in order to understand how to effectively use M2M as an enabling technology to improve their business. That’s a theme we’ve emphasized time and time again in our print magazine, online publications, as well as our annual industry event, M2M Connected World, formerly M2M United. Ventures such as M2MV will go a long way toward addressing this crucial need.”

Sam Lucero, Industry Analyst with leading research firm ABI Research says: “M2M technologies have a tremendous potential to enable new service capabilities and increase operational efficiencies. However, M2M applications tend to be highly complex from both a technological and business perspective, and many potential M2M technology adopters face a daunting challenge in evaluating, designing, and implementing M2M applications in a way that positively impacts their organization’s overall business performance.”

Along with Roger, a world-wide network of associates comprised of the top minds in the space will assist customers globally as they reinvent themselves into the new world order. M2MV’s mission is to provide a full suite of consulting services leveraging the vast experience of this network in the M2M and wireless data industries. The firm’s goal is to facilitate the accelerated uptake in M2M applications across multiple vertical segments including: pay-as-you-drive insurance, sub-prime auto and equipment sales

and leasing, remote device management, automated meter reading, fleet management and logistics, and security.

ABOUT M2MV: M2MV is a consulting firm positioned to help clients benefit from the opportunity provided by the rapidly growing M2M industry. M2MV offers consulting services to clients in the various links of the M2M value chain facilitating an accelerated time-to-market for M2M products and services. M2MV specializes in the strategic and business dimensions of M2M deployments, while partnering with technology companies to provide services. This approach was selected because in the team's experience, the technology required to successfully develop and deploy an M2M solution has been available for a number of years. The key weakness preventing large-scale success has been a chronic inadequacy in vision and knowledge of how to deploy M2M solutions which is M2MV's core value proposition.

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