



NEW ONLINE SPECTRUM MANAGEMENT, STRATEGIC MARKET AND ECONOMIC PLANNING TOOL BOOSTS WIRELESS EFFICIENCIES, INCREASES SPECTRUM ROI

Spectrum Bridge introduces SmartWaves, the first comprehensive online spectrum asset management and integrated business planning tool.

LAKE MARY, Fla.—August 25, 2009. Spectrum Bridge announced today the launch of SmartWaves™, (www.SmartWaves.com) its newest innovation for spectrum license holders, consultants, system integrators and network operators. SmartWaves is a revolutionary graphical management and strategic business planning solution that analyzes an organization's spectrum and deployed wireless network assets. SmartWaves' trademark features include an integrated suite of sophisticated business analytics, that incorporate spectrum valuation, financial reporting, competitive analysis and market demographic tools.

Operating from an online, "Software as a Service" (SaS) subscription platform, SmartWave's hosted cache of tools provide professionals the convenience of access 24/7/365, allowing them to obtain the most current, up to date information on their assets, network coverage and capacity, network operations and market data. The application integrates user specified data with FCC's ULS system, creating a comprehensive, central repository of powerful, customized intelligence. SmartWaves' easy to use interface enables users to instantaneously create cogent, graphical views and reports of their spectrum, network assets, and the marketplace that enhance strategic analysis and decision making for improved Return on Investment (ROI).

"This is the newest product for our customers and resellers that furthers our mission of transforming spectrum into a more accessible, productive and valuable resource for everyone," said Richard Licursi, Spectrum Bridge CEO. "SmartWaves turns organizations' spectrum assets into an integral component of their business opportunities, a benefit that is rapidly resonating with wireless professionals. By highlighting the market value and financial metrics of spectrum, SmartWaves is becoming a critical aspect of the wireless business planning process for delivering new technologies and advanced communication systems."

"Anyone who needs to move beyond manually compiling and analyzing data on spreadsheets will appreciate SmartWaves as a replacement or enhancement to their existing system," said Joe Caron, of Atlantic Communications Inc. "It was the Business Analytics that sold us, however. When we saw the demo we were impressed most by the market intelligence SmartWaves provides. With SmartWaves, we can now view our current spectrum market valuations down to the county level and graphically analyze competitors' spectrum positions. That information is invaluable for an industry as competitive as ours."

SmartWaves' low cost subscription-based model make it a practical, must-have solution to daily spectrum frequency management for organizations and license holders of all sizes. The customizable dashboard display instantly presents a consolidated view of essential spectrum information by location, project, company, division or business unit, etc. Other summary information can include spectrum allocation by frequency, license type, radio service code, as well as upcoming license expirations and build out requirements. All are exportable to business applications including Microsoft Office. Users can simplify the license renewal process even further via the SmartWaves License Manager tab, setting up automated, personalized email notifications to multiple recipients.

"Having all of this information immediately available in one place has been an enormous benefit to our business and our customers," said SmartWaves user David Gottlieb of Repeater Network, LLC. "We've saved thousands of dollars already in reporting and data compilation, and we're no longer limited to static spreadsheets for analysis. We can generate sophisticated, detailed views of things like depth of coverage, or tower locations instantly - on the fly. SmartWaves has helped us get our arms around our holdings and determine where we need to add capacity or what we can sell off and monetize."

"Interest is already growing beyond wireless businesses and government entities to include system integrators, services providers, and resellers," said Licursi. "In conjunction with our online marketplace for spectrum, SpecEx, SmartWaves is improving how the wireless industry does business."

For more information or to request a complimentary demonstration of SmartWaves, log onto www.SmartWaves.com or call 407-792-1570, Ext. 510.

About Spectrum Bridge Inc.

Spectrum Bridge Inc. created SpecEx.com, the world's first online marketplace for spectrum, and the *SpecEx Spectrum Index*[®]. SpecEx.com provides easy online access to hundreds of millions of dollars of available spectrum value and allows the entire wireless ecosystem of spectrum holders, equipment providers and system integrators to benefit from serving the growing demand for reliable wireless communications systems. SpecEx.com was named by the Utilities Telecom Council as "the best new telecom product" for 2009. The *SpecEx Spectrum Index*[®] is a publicly available metric for the entire asset class of licensed spectrum. Updated daily, the *SpecEx Spectrum Index*[®] can be downloaded as a widget for your Web site or blog. Spectrum Bridge is also the creator of ShowMyWhiteSpace.com, a site dedicated to making TV white space easy for everyone to find and understand. FierceWireless recently added Spectrum Bridge to its elite "Fierce 15" list of "the most innovative and smart emerging companies in the wireless industry" for having the most potential to advance the wireless industry. The company is privately held and headquartered in Lake Mary, Florida. For more information, contact (866) 598-7426 or visit spectrumbridge.com