

News Release

24 September 2013

BandwidthX Announces New Advisory Board

[BandwidthX](#), the cloud based Wi-Fi marketplace, today announces the appointment of six members to its corporate Advisory Board. The board provides valuable perspective and recommendations to the executive team at BandwidthX in the areas of business development, market design, and international expansion.

The new members comprising the advisory board include business leaders from diverse industry backgrounds and C-level executives. They are: **Chris Bowick**, a highly commended technical leader in the cable and telecommunications industries; **Francisco Gil-Díaz**, Executive President of Telefónica de España-México and Central América and former Finance Minister of Mexico; **Colin Holland**, who brings more than 25 years of experience from the North American telecommunications industry; **Greg Horowitz**, an innovation ecosystem creation and investment advisor to governments and economic development organizations around the world; **William Markey**, the Founder and President of Relevant C Business Group with more than 20 years of telecommunications industry experience; and **Alvin Roth**, Professor of Economics at Stanford University and Nobel Memorial Prize winner for Economic Science in 2012.

Pertti Visuri, CEO of BandwidthX says: “We are proud to have such high caliber individuals forming our Advisory Board. They are highly respected thought leaders in their field and outstanding business professionals representing all aspects comprising our success. They are equally as passionate as the BandwidthX team about what the company brings to the mobile data and Internet service industries and share our vision of the future multi-use role of existing broadband connections”

“I’m very excited by the innovation and potential impact that BandwidthX brings to Wi-Fi and telecommunications. BandwidthX is bridging the gap between the two industries in a unique and agile way that benefits all players,” says Chris Bowick, “It will be a pleasure to work with the other distinguished members of the advisory board and with the company to help bring the benefits of their solution to the industry.”

The company, which has recently launched its new solution Bandwidth Market for Wi-Fi access and commerce, will bridge the gap between Mobile Network Operators (MNOs) and Internet Service Providers (ISPs), bringing new revenue streams and improved profitability for all parties.

For further information about BandwidthX and its solution, visit <http://bandwidthx.com> or follow @BandwidthX on Twitter.

Ends

Notes to Editors

Chris Bowick is a respected technical leader in the cable and telecom industries. He served as an Interim Chief Technology Officer of Charter Communications in 2011 and was the Senior Vice President of Engineering and the Chief Technical Officer of Cox Communications from 2001 to 2009. Earlier he served as Group Vice President/ and CTO for Jones Intercable and as Vice President of Engineering with Scientific Atlanta.

Francisco Gil-Díaz is currently the Executive President of Telefónica -México, the second largest mobile telecom company in México. He was Mexico's Treasury Secretary up to 2006. He teaches economics at the Instituto Tecnológico Autónomo de México and is on the board of Universidad Iberoamericana, of the Anderson School of Business at UCLA and of the PhD program at Rand.

Colin Holland represents more than 30 years of experience in the North American telecommunications industry, with 25 years dedicated to the wireless segment. Most recently he served as the CTO and Senior Vice President at Leap Wireless. He began his wireless career building the West region for Rogers Cantel in Canada, and has also held senior management positions with AT&T Wireless and Nextel.

Greg Horowitz is Founding Partner of T2 Venture Creation and a co-author of 'The Rainforest: the Secret to Building the Next Silicon Valley'. He is a consultant to development organizations including the World Bank, OECD, USAID, Aspen Institute, and the National Academies of Science. He is a Kauffman Fellow and served as an executive with a Berkshire Hathaway operating company for nearly twenty years.

William Markey is the Founder and President of Relevant C Business Group (RCBG). Prior to RCBG, he was a Co-Founder of Ucentric Systems, acquired by Motorola. Previously he held executive positions in Motorola, Pacific Telesis (acq by AT&T), 3Com, and Preview Media (acq by Travelocity). His more than 20-years of industry experience include market strategy for global telecom and technology companies. He is a graduate of Georgetown, Columbia, and Johns Hopkins universities.

Alvin Roth is the Craig and Susan McCaw Professor of Economics at Stanford University, and the Gund Professor Emeritus of Economics and Business Administration at Harvard University where he taught for 14 years. His research has been focusing on the design of complex markets. Professor Roth was awarded the Nobel Memorial Prize in Economic Science for this work in 2012. He has been an Alfred P. Sloan fellow, a Guggenheim Fellow, and is a fellow of the American Academy of Arts and Sciences and a member of the National Academy of Sciences.



About BandwidthX

BandwidthX has solved the main hurdles in putting Wi-Fi to work. The company offers a cloud-based marketplace where both mobile network operators and Wi-Fi service providers can define their value for capacity in real time and are automatically matched when their values align. Bandwidth Market gives the mobile operators incremental data capacity at lower cost when their networks are constrained, while allowing the Wi-Fi service providers to profit from new revenue streams. With this new form of micro-commerce, everyone in the Wi-Fi ecosystem wins: from network operators and hotspot service providers to equipment and software vendors, aggregators and financial clearing companies and, of course, the end user of the device. Taking advantage of the BandwidthX platform is simple and easy and does not require long-term commitments. Learn more about BandwidthX at <http://www.bandwidthx.com>.

For media information please contact Joanne Turner at joanne.turner@proactive-pr.com or on +44 1636 812152.