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FOR IMMEDIATE RELEASE

***iGR partners with RCA to deliver educational webinar series to discuss key issues facing U.S. rural operators
Attending RCA members to receive additional advisory benefits from iGR following each session***

AUSTIN, Texas, February 1st, 2012 – iGR, a market strategy consultancy focused on the wireless and mobile communications industry, today announced a partnership with RCA (Rural Cellular Association) to provide a series of webinar sessions dedicated to addressing the unique challenges rural and smaller operators face in today’s competitive consumer markets. Attending RCA members will have exclusive access to iGR advisory services at no cost.

“The current regulatory environment, national broadband initiatives and the initiatives by the major operators will be felt most by rural and smaller operators and their consumer base,” said Iain Gillott, president and founder of iGR. “Understanding how the challenges and opportunities differ among different consumer markets is critical to securing a healthy, competitive market and the availability of mobile devices, applications and services to consumers in these smaller, rural markets.”

Rural America is unique compared to the cities and suburbs, not just in terms of topography or lifestyle, but also in terms of the average use of mobile technologies. A number of competitive carriers provide vital wireless and mobile services in smaller cities and rural communities, as well as differentiated services in large metro areas. This four-part webinar series will address the unique competitive market challenges faced by smaller competitive carriers by leveraging ongoing iGR market research providing comprehensive and actionable insight into the rural markets. Additionally, RCA member companies receive additional access to iGR analysts for advisory pertaining to the interactive sessions.

The following sessions are scheduled as part of the webinar series:

- Thursday, February 23, 2012: The key issues facing rural and regional operators in today’s competitive environment - <https://www3.gotomeeting.com/register/395826694>

- Thursday, March 1, 2012: The path to 4G for rural and regional carriers: the need for interoperability - <https://www3.gotomeeting.com/register/466899622>
- Tuesday, March 6, 2012: Smartphones, tablets and churn in rural and regional markets: Examining the user trends - <https://www3.gotomeeting.com/register/678515302>
- Thursday, March 8, 2012: Scalability, service assurance and developing next generation product portfolios to stay competitive - <https://www3.gotomeeting.com/register/543207910>

To learn more about iGR's Rural Markets Advisory Services, please contact Amanda Louie at amandal@iGR-inc.com or (512) 554-1701.

About iGR

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as iGillottResearch, iGR is now entering its twelfth year of operation. iGR continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC. iGR is a member of the Rural Cellular Association.

A more complete profile of the company can be found at www.iGR-inc.com.

About RCA

RCA is the nation's leading association for competitive wireless providers serving rural and regional areas of the United States. The licensed service area of RCA's more than 100 members covers 95 percent of the nation. Additional information can be found at www.rca-usa.org.