

communications to only those messages which provide a quantifiable improvement in profitability, thereby sacrificing improved service to the public in order to minimize expense.

The change to automated dispatch systems using analog data increases throughput and efficiency. Not only is service improved to taxi and livery customers, but all of society benefits when these dispatch systems reduce traffic congestion and automobile pollution by making taxi and livery service delivery more efficient.

For these computerized dispatch systems to work for the taxi and livery industry, asynchronous communications capability and a private radio allocation must continue to exist. The service enhancements and the increase in the speed of service are of significant benefit to the public.



BIA CONSULTING 14595 AVION PARKWAY, SUITE 500, CHANTILLY, VA 22021

PHONE 703-818-2425 FAX 703-803-3299

QUALIFICATIONS

BIA Consulting, Inc., is a member of the BIA family of companies, with BIA Publications, Inc., and BIA Capital Corp. Together, these entities comprise an integrated financial and strategic services organization dedicated to providing the highest quality services to the communications industry.

BIA Consulting, Inc.

Since 1983, BIA Consulting has served more than 2,500 clients. The firm's staff of experienced and highly qualified professional consultants, analysts and engineers distinguishes BIA as a leader in strategic and financial consulting services. Focusing on the cellular, paging, PCS, SMR/ESMR, radio, television and cable industries, BIA provides a wide range of financial and strategic consulting services to help our clients define and achieve their personal, professional and organizational goals.

BIA's strategic consulting services are designed to assist communications companies entering new markets, expanding a presence in existing markets or evaluating their operations. The firm frequently assists clients in preparing strategic business plans for raising investment capital or planning new ventures.

BIA's valuation and appraisal services support acquisitions and divestitures, tax filings and allocations, ESOPs and estate tax planning. The firm also provides litigation support and due diligence reviews. BIA is the leading appraiser of communications licenses, companies and interests and the company's accepted valuation of an FCC license in the landmark Jefferson-Pilot case in U.S. Tax Court is often cited as precedent and as the appropriate technique for valuing such assets.

BIA Publications, Inc.

BIA Publications is a leading provider of communications industry investment reference books, directories, newsletters and database software, including *Evaluating PCS*, *Mobile Insider's FastFax*, *The BIA Monitor* and *The BIA Advisor*. The firm's newest offering, *Investing in Wireless*, is a comprehensive market-by-market investment reference guide to the paging, cellular, PCS and SMR/ESMR industries.

BIA Capital Corp.

BIA Capital is a specialized investment banking firm serving medium-size communications industry clients. We place both debt and equity -- typically between \$5 million and \$75 million -- working closely with sophisticated investors and financial institutions experienced in the communications industry.



BIA CONSULTING 14595 AVION PARKWAY, SUITE 500, CHANTILLY, VA 22021

PHONE 703-818-2425 FAX 703-803-3299

QUALIFICATIONS OF JOHN P. AUDET

John P. Audet, Senior Financial Consultant, specializes in technical consulting, financial planning, and the strategic evaluation of wireless telecommunications opportunities. Mr. Audet has estimated investment value, and prepared business plans and financing memoranda for participants in various spectrum auctions conducted by the Federal Communications Commission (FCC).

Prior to joining BIA, Mr. Audet served numerous clients in the telecommunications industry as a private consultant. He provided assessment of market dynamics, regulatory outlook, and technological factors impacting the introduction of commercial operations in the Interactive Video and Data Service (IVDS) as well as designing the RF facilities for seven, top-thirty Metropolitan Statistical Areas (MSAs). Mr. Audet counseled numerous clients regarding public policy issues before the FCC in regards to the technological, financial and regulatory impact of proposed Commission actions.

From 1983-1988, Mr. Audet was employed by Advanced Systems Design, an engineering consulting firm providing design services and public policy counsel to clients in the cellular radio, common carrier, and broadcasting industries. During this period he participated in the preparation and submission of testimony in comparative hearing for cellular radio licenses, and designed the radio facilities for over two dozen cellular systems, FM and television broadcast stations, MMDS and ITFS facilities and numerous common carrier microwave links nationwide. During his tenure at Advanced Systems Design, Mr. Audet developed a number of proprietary computer models and programs to facilitate the design and maintenance of radio frequency (RF) telecommunications systems.

In the early 1980's, Mr. Audet was a Director for the Washington Bureau of the Cable News Network (CNN). From 1979 through 1982, Mr. Audet was Assistant to the Director of Engineering during the start-up of commercial television station WMDT-TV. He participated in the design of and purchase negotiations for 2.1 million dollars of studio and transmitter site equipment, oversaw the construction of broadcasting facilities, including a 1000 foot transmission tower, and the renovation of a 20,000 square foot building for offices and studio.

Mr. Audet is a *Summa Cum Laude* graduate of the University of Maryland, UC. He holds a Bachelor of Science degree earned in Finance and Technology & Management. He placed first in the graduating class amongst all disciplines with a 4.0 GPA and was nominated to the Phi Kappa Phi and Alpha Sigma Lambda national honor societies for academic excellence.