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The Intersect Group Establishes New Wireless Applications and Mobile Media Practice

*Hires leading industry expert,
author of definitive book on mobile application development*

ATLANTA – November 11, 2008 – The Intersect Group, the premier provider of finance, accounting, IT and executive advisory services, today announced it has enhanced its IT services capabilities through the establishment of a wireless applications and mobile media practice. The innovative new practice provides strategic support and application development services to help client companies rapidly extend their enterprises to the mobile platform. The Intersect Group, a wireless and mobile services trailblazer, has hired Richard Yates, recognized mobile applications best practices expert and author of the definitive book on the subject, to lead this high-demand IT initiative.

Yates and his team provide Intersect clients insightful guidance and development solutions for designing and implementing mobile strategies that make a positive impact on their businesses, whether improving field force efficiency, tapping new revenue opportunities or executing mobile advertising. The Intersect Group leverages its network of technical resources for special expertise related to building or adapting applications to run on any mobile device, enabling anywhere access to web-based applications via smartphones.

“We’re extremely pleased to have industry leader Richard Yates guiding delivery of our mobile services,” said Wade Hughes, Intersect consulting partner. “The awakening of companies to new revenue opportunities and operational efficiencies inherent in mobilizing applications is driving demand for rapid deployment in both B-to-B and B-to-C markets.”

With the advent of the iPhone and similar devices in conjunction with the explosion of third-generation wireless networks, the possibilities for development of mobile web sites and content have never been greater. “While there’s been explosive growth in market interest,” Hughes said, “what’s been missing is access to resources trained and ready to deliver. The Intersect Group now provides that capability.”

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The Intersect Group Mobile Applications

Richard Yates has led successful IT engagements for more than 12 years, and has been a key contributor to development of groundbreaking mobile applications since 2000. His areas of expertise span IT strategic planning, application lifecycle management, and web-based application development, including enterprise, shrink-wrapped and mobile applications. Yates is a highly proficient application programmer familiar with .NET and enterprise Java application frameworks as well as being a recognized authority on mobile applications. Yates co-chairs the Wireless Technology Forum's special interest group, Wireless Applications and Mobile Media, that supports the business and technical interests of the mobile content space. His recent book, *Building Mobile Web Sites: Design Patterns, Recipes and Ideas*, published in June 2008 and available on Amazon, is a how-to instructive written to shorten the industry's learning curve.

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About The Intersect Group

The Intersect Group is an Atlanta-based executive advisory and consulting firm that combines deep industry expertise with proven experienced consultants and a robust recruiting engine to meet its clients' needs. The firm serves Fortune 1000, middle market and emerging companies, including those backed by private equity firms. For more information, visit www.theintersectgroup.com