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# Wireless Industry's First Private Spectrum Auction to Be Hosted by Spectrum Bridge

First-Of-Its-Kind Auction to Revolutionize the Way FCC-Licensed Spectrum Is Sold On the Secondary Market

LAS VEGAS--(Business Wire)--

(IWCE 2009)-- Spectrum Bridge announced today it will be hosting the first online spectrum auction conducted by a private enterprise - an industry first. The Federal Communications Commission (FCC) frequently utilizes auctions to sell spectrum to commercial entities. However, auctions have not been used to sell spectrum rights on the secondary or "aftermarket" for spectrum. By enhancing the capabilities of SpecEx, the online marketplace for spectrum, Spectrum Bridge is now able to offer an online auction format for spectrum holders to market and sell their excess spectrum licenses.

Two highly desirable sets of licenses will be auctioned. First are ultra high frequency (UHF) Part 22 spectrum licenses, covering Clark County, NV, which includes metro Las Vegas. The second set consists of very high frequency (VHF) spectrum licenses covering the state of Florida.

"I have multiple wireless networks operating across the United States and continue to focus my resources on growing these operational markets, but we just can't be everywhere. I feel that selling the spectrum assets in Las Vegas and Florida will raise enough capital to expand our current business plans in our core markets," said Scott MacIntyre, president of several wireless operating companies. "We've had a great working relationship with the Spectrum Bridge team for over a year so we are excited that they offered us the opportunity to monetize this spectrum using an online auction. One of the big advantages of an auction is that it creates an open and level playing field for all interested buyers."

The spectrum is highly desirable due to its geographic coverage and the wide availability of compatible analog and digital radio equipment from leading vendors including Motorola, Kenwood, Midland and others. In fact, some of the spectrum to be auctioned is being used by Motorola to showcase their MOTOTRBO radio system at the IWCE 2009 Expo.

The licenses can be used for specialized mobile radio (SMR) services, as well as government and private voice/data radio systems. Utilities, oil and gas producers, casinos, transportation, public safety and emergency response agencies, as well as other enterprises and agencies that must reliably communicate with large fleets of two-way radios, can benefit from this spectrum.

"Scott has been a pioneer in wireless services and operations since 1988," said Richard Licursi, CEO of Spectrum Bridge. "He understands the power of technology and the Internet's ability to simplify, cost-reduce and speed up spectrum deals. Our new auction capabilities bring the entire secondary spectrum market to a whole new level, and we are pleased to have Scott commit his support and spectrum to this effort."

Attendees at IWCE can pick up info-sheets on the UHF and VHF spectrum scheduled to be auctioned at the Spectrum Bridge Booth #1467. The auction will be held approximately 90 days from the date of this release. The specific date and auction details will be issued no later than 30 days in advance of the auction.

Additional information for this auction, and other spectrum listings, can be found on SpecEx.com. Spectrum holders or seekers who want to learn more about leveraging the SpecEx marketplace to auction, buy, sell or lease spectrum assets can contact Mickey DeChellis at (407) 792-1570 x513.

About Spectrum Bridge Inc.

Spectrum Bridge Inc. (SBI) has created SpecEx, the world's first online marketplace for spectrum. The company's solution allows the entire wireless ecosystem of spectrum holders, equipment providers and system integrators to benefit from serving the growing demand for reliable business and mission-critical connectivity from wireless communications system users. SpecEx provides easy online access to over \$500 million of available spectrum value. It also simplifies the process of creating online spectrum offerings and makes it easy for buyers to find and acquire the spectrum they need via a dynamically searchable database. Spectrum Bridge is also the creator of ShowMyWhiteSpace.com, a site dedicated to making TV white space easy for everyone to find and understand. The company is privately held and headquartered in Lake Mary, Florida. For more information, contact (866) 598-7426, or visit [www.spectrumbridge.com](http://www.spectrumbridge.com).

Fusion PR  
Bennie Sham, 212-651-4219  
[bennie.sham@fusionpr.com](mailto:bennie.sham@fusionpr.com)

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