

Online Spectrum Exchange Creates New Financial Index for Wireless Market

The SpecEx Spectrum Index™ captures current value and trends in licensed communications spectrum to accelerate liquidity of secondary market transactions.

Lake Mary, Fla. May 13, 2009 - Spectrum Bridge, the creator and operator of SpecEx, the online marketplace for spectrum™, announced today the public release of the patent pending SpecEx Spectrum Index (SpecEx Index™). As the leading marketplace for wireless spectrum with over \$750 million in listings, Spectrum Bridge is uniquely positioned to provide an indicator for customers and other participants in the secondary market. The SpecEx Index, coupled with the SpecEx marketplace, will continue to accelerate and expand opportunities for new and existing market participants. For the first time, buyers and sellers can enhance their decision-making process by using a publicly available metric for this asset class.

"The SpecEx Index plugs a long-standing hole in the spectrum valuation toolkit," said Coleman Bazelon, economist and principal at The Brattle Group, an economic, financial and regulatory consulting firm. "Previously, analysts could only use historical FCC auction and incomplete private transaction data to estimate market perceptions of spectrum values. This index can supplement that information by providing a view to market trends and fill in the gap in market perceptions. This ability to view current market sentiment is even more important in times when public information about spectrum prices and transactions is scarce, as it has been in recent months."

The SpecEx Index consists of a custom weighting of value, spectrum, and macro-economic based factors driven by SpecEx valuation and trading data. Some of the key SpecEx Index components are:

- Capitalization of large publicly traded spectrum holders weighted for relative size and coverage of their spectrum holdings
- Major wireless equipment and device supplier capitalization, weighted for their position in the wireless value chain
- Weighted public values of leading wireless service and infrastructure providers
- Past and recent spectrum prices paid on the secondary market and FCC auctions

The SpecEx Index gives spectrum professionals the ability to identify trends and evaluate overall market conditions that influence the value and price of spectrum traded on the secondary market.

"The SpecEx Spectrum Index provides greater transparency and liquidity to the secondary market for licensed spectrum," said Chris Duffus, CFO of Spectrum Bridge Inc. "As a financial indicator, the SpecEx Index will serve all market participants. A user can quickly ascertain valuation trends without exhaustive analysis or research. For example, over the past year the SpecEx Index shows a decline of 27%; this bested many of the broader asset classes over the same time period, and is up nearly 5% in the past week."

The SpecEx Index is updated and published every day on www.SpecEx.com/index. It may be viewed, downloaded and re-distributed freely by spectrum holders, buyers, financial analysts, regulators, advisors and media. The SpecEx Spectrum Index contains historical values from the past three years.



About Spectrum Bridge Inc.

Spectrum Bridge Inc. (SBI) 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 hundreds of millions of dollars 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.



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