



CRA International Completes Analysis of EU Roaming Regulation Proposal; Study Shows Implementation of the European Commission's Proposal to Regulate Mobile Roaming Services Would Be Counterproductive

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BOSTON, Apr 27, 2006 (BUSINESS WIRE) -- CRA International, Inc. (NASDAQ: CRAI), a worldwide leader in providing economic, financial, and management consulting services, today announced that a team of its experts led by Dr. Mike Walker, has completed a study for the GSM Association (GSMA), a global trade association representing more than 690 mobile phone operators across 213 territories and countries of the world. The GSMA commissioned the CRA team to evaluate the European Commission's proposal to regulate international roaming services, which allow people to use their mobile phones abroad. According to the study, the regulation could create major market distortions and may force consumers across Europe to pay higher prices for domestic services or switch to mobile accounts that prevent them from roaming.

CRA's consultants concluded that the adoption of the Commission's "home pricing principle" - regulating the retail price of roaming services so they do not exceed the retail price of comparable domestic services - could lead to a situation where mobile operators would likely have to price roaming services below the cost of supplying those services. Similarly, the study found the Commission's proposal to abolish charges for receiving calls while roaming would prevent mobile operators from recovering the costs associated with providing this service. To avoid selling these services at a loss, the study envisages that operators would have to raise the retail price of domestic services for customers who wish to make calls while roaming. Instead of encouraging roaming usage, the study suggests that the European Commission's proposal could have the opposite effect.

"The ultimate impact of the Commission's proposal may be that regular travelers would have an incentive to set up two mobile accounts - one with new, higher domestic call charges that will allow them to roam and another with today's lower domestic call charges that will not allow them to roam," said Dr. Mike Walker, a Vice President within CRA's Competition Practice in London. "Running two mobile accounts with different phone numbers is cumbersome and inconvenient for the consumer, and more costly for the operator. A regulation that results in travelers having to juggle two SIM cards would clearly undermine the European Commission's vision of simple, seamless communications across the European Union."

About the GSM Association

The GSM Association (GSMA) is the global trade association representing more than 690 GSM (Global System for Mobile communications) mobile phone operators across 213 countries of the world. In addition, more than 160 manufacturers and suppliers support the Association's initiatives as key partners.

The primary goals of the GSMA are to ensure mobile phones and wireless services work globally and are easily accessible, enhancing their value to individual customers and national economies, while creating new business opportunities for operators and their suppliers. The Association's members serve more than 1.7 billion customers - 78% of the world's mobile phone users.

About CRA

Founded in 1965, CRA International is a leading provider of economic and financial expertise and management consulting services. Working with businesses, law firms, accounting firms, and governments, CRA is the preferred consulting firm for complex assignments with pivotal and high-stakes outcomes. The firm is distinguished by a unique combination of credentials: deep vertical experience in a variety of industries; broad horizontal expertise in a range of functional disciplines; and rigorous economic, financial, and market analysis. CRA offers a proven track record of thousands of successful engagements in regulatory and litigation support, business strategy and planning, market and demand forecasting, policy analysis, and engineering and technology management. Headquartered in Boston, the firm has more than a dozen offices within the United States and ten offices in Canada, Europe, the Middle East, and the Asia Pacific region. Detailed information about CRA is available at www.crai.com.

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