

**For More Information Contact:**

John Sacke

Sacke & Associates Inc.

416.493.5723

[johns@sackepr.com](mailto:johns@sackepr.com)

## **American Roamer Announces New Pricing Structure for Industry Leading WiSARD Service**

**Memphis, Tennessee - March 31, 2009** - American Roamer, ([americanroamer.com](http://americanroamer.com)), a leading provider of mapping and information solutions to the telecommunications industry, today announced a new enterprise pricing structure for WiSARD, the company's flagship web-based research application.

WiSARD - the Wireless Industry Search And Retrieve Database is used by North America's wireless carriers and other industry players to manage their businesses. It is a subscription-based site, allowing users to search for information on wireless carriers by city and state, zip code, market name or number, carrier, protocol, licensee, spectrum and block, network codes and more. It's the entire commercial wireless industry at your fingertips.

Over the past year, American Roamer has introduced numerous new features in WiSARD including interactive mapping, AWS and 700 MHz licenses, 3G coverage, more powerful search capabilities and improved sorting. There is also a new notes feature, allowing users to keep important information, alerts and reminders secure and easily accessible.

The company's new pricing structure allows both new and existing WiSARD customers the benefits of company-wide enterprise pricing. An enterprise license allows the company's employees access to WiSARD with individual usernames and passwords. The enterprise license's administrative section allows granular control of all usernames, passwords, note archiving and deletion.

Enterprise license pricing for wireless carriers is based on population covered. Eight different pricing groups are modeled on the population covered by a given wireless carrier. Enterprise license prices for other industry players is based on the company's size.

"WiSARD's enterprise pricing represents a significant milestone for the company," said Bryan Darr, President, American Roamer. "With more than 20 years experience in wireless, we understand the industry very well. With our enterprise pricing, we bring tremendous additional value to our customers and look forward to our continued leadership position."