

DBS Communications, Inc. Completes Equity Financing with Sierra Ventures

Schaumburg, IL, December 8, 2004 – DBS Communications, Inc. (DBS), a leading independent provider of prepaid wireless services and one of the largest independent mobile virtual network operators and enablers, today announced that it has completed an equity round of financing with Sierra Ventures, a leading private venture capital firm based in Menlo Park, CA. Rutberg & Company served as exclusive financial advisor to DBS on the financing. Additional terms were not disclosed.

The capital will be used to expand DBS' EZlinkSM brand, launch new brands nationally, create additional products, and further enhance DBS' technology platform. DBS recently launched its EZlink2GOSM product in Chicago, Las Vegas, Los Angeles, Miami, New York, Orlando, Philadelphia, Phoenix, Tampa, and Washington D.C./Baltimore. Additional markets are expected to launch by the end of this year. DBS has been a leader in the prepaid industry since 1998 and will continue to leverage its technology solutions to enable other organizations to enter the wireless marketplace. DBS is rapidly expanding its distribution base, and its operations infrastructure provides and supports wireless communication products 24 hours a day, 7 days a week, 365 days a year.

"We are very proud to partner with Sierra Ventures. Sierra has vast experience building large, profitable, national businesses," said Larry Roches, Chairman and CEO, DBS Communications. "Partnering with Sierra will allow DBS to continue to execute its business strategy and fulfill its mission of making the lifestyle benefits of wireless communications more accessible and more affordable to more people."

"DBS Communications is one of the most well established mobile virtual network operators that has successfully executed a business model focused on the urban ethnic demographic," said Sierra Managing Director David Schwab. "We look forward to working with DBS to maximize its potential in the wireless marketplace." In conjunction with the financing, both Mr. Schwab and Sierra Ventures Managing Director Peter Wendell have joined the DBS Board of Directors.

About DBS Communications

DBS is a leading independent provider of prepaid wireless services, one of the fastest growing segments within the telecom industry. DBS serves selected markets making the lifestyle benefits of wireless communications accessible and affordable to more people; distributing through over 1,200 retailers nationally. The Company uses its proprietary technology platform to create distinctive prepaid products across multiple wireless carrier networks and multiple handset technologies. As one of the largest independent mobile virtual network operators, DBS creates branded products for a defined distribution channel and works with its business partners to enable wireless programs for select distribution channels and market segments. DBS' automated systems enable its distribution partners the ability to activate and serve customers efficiently.

For further information, please visit the DBS Web site at www.dbsnow.com.

About Sierra Ventures

Sierra Ventures is a Menlo Park, CA based private venture capital firm focusing its investments across all areas of the Information Technology industry, from semiconductors to enterprise software. Sierra works with entrepreneurs and management teams to originate and build new companies into large, profitable businesses. Founded in 1982, the firm has over \$1 billion of capital under management in its active funds.

Among the early stage companies that have been financed by Sierra Ventures and have become public companies or have been acquired by public companies include AmeriGroup (AGP-NYSE), Centex Telemanagement, Inc. (CNTX-NASD, Acquired by MFS/Worldcom), Fatbrain.com, Inc. (FATB-NASD, Acquired by Barnes and Noble), Healthon (HLTH-NASD), Intuit (INTU-NASD, maker of "Quicken" software), MicroMuse (MUSE-NASD), NovaMed (NOVA-NASD), On Assignment (ASGN-NASD), OnLink (Purchased by Siebel Systems), Quinta (Purchased by Sengate), Saleslogix (SLGX-NASD; purchased by Sage Software), StrataCom (STRT-NASD; purchased by Cisco), and Teradata (TDAT-NASD, Purchased by ATT).

More information is available at www.sierraventures.com.

About Rutberg & Company

Established in 2001, Rutberg & Company is a research-centric investment bank focused on providing financial advisory and private capital raising services primarily to public and private companies in the wireless technologies and services sectors.

For more information, visit www.rutbergco.com, or call +1 415 371 1186