



Press Release

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For General Distribution

LYCAMOBILE SPONSORS EID ON THE SQUARE PARTY AND CELEBRATES WITH 1/2P PER MINUTE PROMOTION

Lycamobile, the largest global provider of low cost international mobile calls, sponsored the hugely successful Eid on the Square event in Trafalgar Square on Saturday 24th September. An estimated 15,000 people attended the event to celebrate the end of fasting for the blessed month of Ramadan. A broad range of artists entertained the crowd with traditional Nasheeds and poetry to jazz and hip-hop during the afternoon. Lycamobile joined in the celebrations with Globeman and giveaways to the crowds who came to the Lycamobile stands.

Lycamobile featured the new 1/2p per minute promotion to over 40 countries. Customers really appreciated the 1/2p per minute to Pakistan, Bangladesh and India giving the best ever Lycamobile rates to the sub-continent.

“At Lycamobile our mission is to help our customers stay in touch with their friends and loved ones during festival time. Our best ever rate of 1/2p per minute to over 40 countries is

another example of Lycamobile working harder for our customers,” commented Subaskaran Allirajah, Chairman of Lycamobile.

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About Lycamobile

Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 6.5 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). Lycamobile has already distributed through a European network of more than 500,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe’s largest pre-pay MVNO. Lycamobile continues to grow rapidly with further market launches planned throughout 2011 and 2012.

Website - www.lycamobile.co.uk