



Press Release

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# LYCAMOBILE SPONSORS LOVE FOOTBALL TOURNAMENT

In its most recent sponsorship deal, International Mobile provider **Lycamobile** is proud to announce its support for the *upcoming Love Football Tournament* - a celebration of football, cultural diversity and unity.

Over 32 nationalities will field football teams this weekend and battle it out in a 'World Cup' style tournament to claim the crown in the ultimate in community tournaments.

The *Love Football* tournament takes place on the 29<sup>th</sup> and 30<sup>th</sup> May in Charlton Park and has over 1500 participants and 15,000 spectators. This year **Lycamobile** will be sponsoring the following teams: Afghanistan, Algeria, Bangladesh, Barbados, Bulgaria, China, Ghana, India, Iran, Iraq, Mauritius, Nigeria, Sierra Leone, Somalia, South Africa and Thailand reflecting the rich and diverse **Lycamobile** global subscriber base.

"**Lycamobile** are delighted to be associated with an event that builds and strengthens friendships across communities through football. With the **Lycamobile** diverse global customer base crossing the 5 million mark we truly understand how important events like these are to local communities and are

very pleased we are able to get involved”, comments **Rob Beswick, Marketing Director**

**Lycamobile** now provides its international mobile services to a global customer base of over 5 million subscribers, providing its rich and diverse customer base with affordable International and national mobile calls and texts.

**Lycamobile** international calls cost from as little as 4p per minute, with national calls from 5p per minute. The Lycamobile Pay As You Go SIM gives UK consumers the ability to make both international and national calls of the highest quality at the lowest rates ever.

**Lycamobile PLUS** customers can currently enjoy market-leading promotions such as an extra £15 Free credit and up to 2000 Free Lycamobile Plus to Lycamobile Plus Minutes and Texts with a £30 top-up. Calls to UK Landlines are also now only 1p per minute for all Lycamobile Plus customers until the 15<sup>th</sup> of June 2006.

Using the **Lycamobile** SIM, customers can make high quality, low cost international calls directly from their mobile without entering access codes or PIN numbers, which makes calling abroad easier and more efficient.

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**Editor's Notes:**

**About Lycamobile**

Lycamobile ([www.lycamobile.co.uk](http://www.lycamobile.co.uk)) is a prepaid SIM card product that provides low-cost, high-quality international calls to over 1.5 million UK customers direct from mobile phones. Lycamobile

is already distributed through a UK network of more than 115,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with over 5.5 million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout 2010.