



## Press Release

UNDER EMBARGO UNTIL 22 SEPTEMBER 2008

### **LIKE A CHAT? LIKE A BARGAIN? LYCAMOBILE LAUNCHES PAY AS YOU GO SIM CARD FOR HIGH QUALITY INTERNATIONAL AND NATIONAL CALLS AT LOWEST RATES EVER**

- **Cut-price mobile call rates to over 180 countries from 4p a minute**
- **Lycamobile to Lycamobile 0p per minute\***
- **Free credit on top-ups - £1 free for £5, £2.50 free for £10 and £6 free for £20**
- ***Globeman* character unveiled as brand ambassador**
- **Pay As You Go SIM now available from more than 85,000 UK retail outlets**

MOBILE phone users can now call the world for as little as 4p per minute with **Lycamobile's** new Pay As You Go SIM card, launched today. With introductory deals including 0p per minute Lycamobile to Lycamobile UK calls\* and additional credit on top-ups, 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.

Call prices to countries, such as India, Pakistan, Poland, Nigeria, Australia, South Africa or Bangladesh, start from just 4p per minute. Calls can be made by simply replacing the SIM card in any existing UK mobile handset with the **Lycamobile** card whenever the customer wishes to call abroad.

The SIM cards and credit top-ups will be available from more than 85,000 UK retail outlets, including newsagents, convenience stores, payzone and e-pay, which means that a **Lycamobile** retailer will only be a stone's throw away wherever you are in the country. The SIM cards and top-ups can also be purchased online at [www.lycamobile.co.uk](http://www.lycamobile.co.uk). The website also displays the latest call rates and product offers.

"Our new SIM gives consumers a great alternative to the often overpriced or low-grade international call services currently on offer. With **Lycamobile** a call to Calcutta is cheaper than a call to Cambridge, and a phone line to Lagos is as crisp and clear as one to Luton or

Liverpool. Our fantastic international call rates mean our customers can stay in touch for longer with the most important people in their world.," says **Lycamobile**'s CEO Milind Kangle.

*Globeman*, a quirky yet amicable character dressed in a suit made of SIM cards will star in a multi-million pound advertising and marketing campaign to support the launch of the **Lycamobile** Pay As You Go SIM. With his globe-shaped head and a trademark car, he is set to create a memorable new mobile brand.

"Globeman is our icon, he represents the international, open-minded and tolerant attitude that **Lycamobile** stands for and promotes. He is not just a citizen of our world but he embodies all the people and nations that live on our beloved planet," adds Kangle.

**Lycamobile** has in place the most advanced and reliable telecoms technology, network partners and customer service team to ensure that it offers the highest standard of service in the market.

"Quality of service does not play second fiddle to cut-price rates at **Lycamobile**. We understand that the last thing our customers want when speaking to friends or family hundreds or thousands of miles away is a crackling line. So we have invested in the best technology and partnered with highly reputable telecoms operators worldwide," explains Kangle.

**Lycamobile** has already rolled out the easy-to-use SIM card in The Netherlands, Belgium, Norway, Sweden, Denmark and Switzerland. The fast-growing telecoms company aims to introduce the international mobile calling service to other European countries over the coming months.

- ENDS –

## **Notes to Editors**

### **Lycamobile Promotional Rates**

\*On-net Lycamobile to Lycamobile UK calls 0p per minute (one off connection charge of 15p, 30 minute talk time per call, thereafter national rate of 9p applies). Subject to fair usage policy of 3000 minutes per month. *Effective rate is 0.5p per minute.*

Free credit available on top-up - £1 Free on £5 top-up, £2.50 Free on £10 and £6 Free on £20.

Promotions will be introduced on a regular basis – visit [www.lycamobile.co.uk](http://www.lycamobile.co.uk) for latest rates and offers.

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### **About Lycamobile**

Lycamobile ([www.lycamobile.co.uk](http://www.lycamobile.co.uk)) is a prepaid SIM card product which provides low-cost, high-quality international calls direct from mobile phones. The brand was initially introduced in The Netherlands in 2006. Lycamobile is already distributed through a UK network of over 85,000 key retail outlets. Present in six markets, Lycamobile continues to grow rapidly, attracting almost two million customers, with further market launches planned throughout the remainder of 2008/2009 commencing with the UK in 2008.