



Press Release

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For General Distribution

LYCAMOBILE OFFERS GREATER VALUE TO CUSTOMERS - 1/2p/MINUTE TO CALL 40 COUNTRIES

Lycamobile, the largest global provider of low cost international mobile calls, announces today landline calls to 40 countries including Pakistan, Bangladesh, Nigeria and Poland have been slashed by 50% to 1/2p/minute until 31st October. And in a ground breaking move **mobile** and **landline** calls to India and China are 1/2p/minute.

Lycamobile is committed in the harsher economic climate to continue to give better value to its customers so that they can stay in touch with family and loved ones around the world.

This fantastic new value offer is a further example of Lycamobile working harder for its customers.

“Our long term investment in technology, people, processes and brand is now delivering the scale of operation that allows us to invest in compelling customer offers. We will continue to work harder for customers to earn their loyalty and to consolidate our position as the leading

global provider of low cost international mobile calls” commented Subaskaran Allirajah,
Chairman of **Lycamobile**.

Milind Kangle, CEO of Lycamobile, added “In these times of austerity and economic hardship, I am delighted that at Lycamobile we are making significant investments to help our customers save money to stay in touch with their near and dear ones. At a time where the cost of living is steeply rising we would like to help our customers stretch their budget when they need it most. This 50% slash to only 1/2p/minute is the lowest ever rate for mobile and landline calls to India and China from a mobile phone.”

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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