



Press Release

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For General Distribution

LYCAMOBILE SHOWS SUPPORT FOR THE PAKISTAN FLOOD CRISIS BY SPONSORING EID HUNGAMA 2010

Lycamobile is delighted to be a main sponsor of Eid Hungama- a charity event in support of the Pakistan Flood Crisis. Over 12,500 people are expected to show their support with all proceeds to be donated to support over 14 million victims who have lost their homes in Pakistan.

This event takes place at Wembley stadium on the 12th September 2010. Many famous artists will be performing including; Abrar-UI-Haq, Humera Arshad, Raheem Shah, Arif Lohar and Raga Boyz and this will also be a chance to celebrate the end of Ramadan.

Lycamobile Marketing Director Rob Beswick said, "We are honoured to be part of an event that supports the millions of people who were devastated by the floods in Pakistan. Lycamobile has a valued Pakistani customer base in many of our markets which is why we've decided to show further support by donating £1 for the first four top-ups made from SIM cards activated at this event."

Lycamobile now provides its international mobile services to a global customer base of over 6 million subscribers, providing its rich and diverse customer base with affordable International and national mobile calls and texts. A new customer joins the Lycamobile family every 5 seconds.

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 customers can currently enjoy market-leading promotions such as an extra £10 free credit and 2000 Free **Lycamobile** to **Lycamobile** Minutes and Texts with a £30 top-up. Calls to UK Landlines are also now only 1p per minute for all Lycamobile customers until the 31st of August 2010.

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.

About Lycamobile

Lycamobile (www.lycamobile.com) is a prepaid SIM card product that provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a European network of more than 300,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with 6 million customers across Europe. Present in eight markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010.