

# LYCAMOBILE LAUNCHES PAY AS YOU GO SIM CARD

- *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*
- *Globemancharacter 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.