



Press Release

30th September 2008

FOR GENERAL DISTRIBUTION

WISH FRIENDS AND FAMILY *EID MUBARAK* WITH LYCAMOBILE'S 3p PER MINUTE FESTIVAL OFFER

- **Calls only 3p per minute to Indian, Bangladeshi and Nigerian landlines**
- **Re-unite and stay in touch for less during Eid**
- **Festival offer period lasts from 29th September to 13th October**

LYCAMOBILE, the international mobile telecoms provider, is offering a special call tariff for Eid ul-Fitr, celebrating the end of Ramadan. In the spirit of Eid, the cut-price call rates for the Muslim community are aimed at unifying loved ones and bringing friends and families closer together.

From today until the 13th October, all rates to landlines in India, Pakistan, Nigeria, Bangladesh and Ghana, have been cut giving the UK ethnic community massive savings on calls to friends, family and relatives. Calls to Indian, Nigerian and Bangladeshi landlines have been slashed from 5p per minute to only 3p per minute, while rates to landlines in Pakistan and Ghana are down from 7p per minute to 4p per minute during the festival offer period.

“With our competitive 3p and 4p per minute festival rates, we offer everyone the opportunity to call back home and celebrate Eid with friends and family,” says **Lycamobile's** CEO Milind Kangle.

Calls can be made by simply replacing an existing SIM card, in any unlocked UK mobile handset, with the **Lycamobile** pay as you go card. Top-ups, are available from more than 85,000 UK retail outlets, including newsagents, convenience stores, payzone and e-pay. Both SIM cards and top-ups can also be purchased online at www.lycamobile.co.uk.

- 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 a rate of 9p applies). Subject to fair usage policy of 3000 minutes per month.
Effective rate is 0.5p per minute for a 30 minute call.

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

Promotions will be introduced on a regular basis – visit www.lycamobile.co.uk for latest rates and offers.

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About Lycamobile

Lycamobile (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.