



Press Release

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For General Distribution

LYCAMOBILE CELEBRATES EID WITH TITLE SPONSORSHIP OF EID ON THE SQUARE, TRAFALGAR SQUARE CELEBRATIONS

Lycamobile, the international mobile provider, is proud to announce that for the second year running they are the title sponsor of this year's Eid on the Square event in Trafalgar Square, hosted by the Mayor of London and the Greater London Authority.

"We are proud to continue our support of the GLA and Eid in the Square in such a spectacular and prominent way again this year. In the spirit of **Lycamobile**, the Eid celebrations in Trafalgar Square in London, will bring families and friends closer together and it's a fantastic opportunity for Lycamobile to thank our loyal customers. Lycamobile will continue to support events and initiatives that benefit and promote our multi-cultural society," says **Lycamobile's** Marketing Director, Rob Beswick.

Eid in the Square celebrates Eid ul-Fitr, the Islamic holiday marking the end of Ramadan, the month of fasting. Eid on the Square will be held in Trafalgar Square on the 26th September 2010 from 2:30 – 6:30pm. Come and celebrate the joyous occasion of Eid ul-Fitr with a host of entertainment including a main stage performance from prominent Nasheed artists, exhibits, calligraphy, theatre performances, Mosque architecture and Islamic Art.

The Mayor of London Boris Johnson said: "Trafalgar Square's Eid celebrations showcase the richness, vibrancy, depth and variety of Islamic heritage. The

programme of exciting performances reflects the diversity, culture and languages of the varied Muslim communities in London. The event has grown to become one of the key cultural highlights of London's events calendar and sees crowds of over 25,000 attend to enjoy the festivities."

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.

Lycamobile international calls cost from as little as ½ p per minute, with national calls from 1p 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 30th September 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. A new customer joins the Lycamobile family every 5 seconds.