



Press Release

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LYCAMOBILE SPONSORS UK CONCERT TOUR OF BOLLYWOOD IDOL ADNAN SAMI

International music star and Lycamobile team up to celebrate Eid and Diwali in style

HOT on the heels of **Lycamobile's** UK market launch last month, the international mobile telecoms provider has announced that it is to be one of the main sponsors of Adnan Sami's UK concert tour which culminates in two Wembley Arena performances this weekend.

Returning to the UK for the first time in three years, award-winning musician Adnan Sami will perform in London with his live orchestra on the 18th and 19th of October. Together with his supporting cast, including singers Monali Thakur and Javed Ali, dancer Rachna Maurya and the King of comedy V.I.P., the Bollywood star kicked off his music extravaganza in Nottingham and Glasgow last week.

"We are proud to support Adnan Sami who is undoubtedly one of the most gifted musicians of his generation. Music unites people around the world and we hope that this sponsorship marks the first step in our long-term involvement in music events and projects," says **Lycamobile's** Chairman Subas Allirajah.

With call prices to countries, such as India, Pakistan, Poland, Nigeria, Australia, South Africa and Bangladesh, starting from just 3p per minute, **Lycamobile's** easy-to-use international calls service has already become a hit with Britain's ethnic communities, expats and overseas students.

The SIM cards and credit top-ups are available from more than 85,000 UK retail outlets, including newsagents and convenience stores, which means that a **Lycamobile** retailer will only be a stone's throw away wherever you are in the country. Top-up vouchers can also be purchased online at www.lycamobile.co.uk. The website displays the latest call rates and product offers.

“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.

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. The telecoms company has already rolled out the easy-to-use SIM card in The Netherlands, Belgium, Norway, Sweden, Denmark and Switzerland. **Lycamobile** aims to introduce the international mobile calling service to other European countries over the coming months.

- 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.*

Free credit available on top-up - £1 Free on £5 top-up, £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.