

Press Release

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LYCAMOBILE CELEBRATES ONE MILLION UK CUSTOMERS

- LYCAMOBILE HITS 1 MILLION SUBSCRIBER MILESTONE

- LYCAMOBILE ON TARGET TO BECOME UK MARKET LEADING INTERNATIONAL MVNO THIS YEAR

LYCAMOBILE, the international telecoms provider, today announces that it has hit the coveted milestone of over 1 million active subscribers in only 10 months after its launch last year.

Following its UK launch in September last year, the London-based company is now well on track to exceed its first year target of 1.2 million UK subscribers, a notable achievement.

“I am delighted to announce that there are now over 1 million members of the **Lycamobile** UK family. Our customers are enjoying the low cost proposition and great call quality that we offer. We look forward to welcoming even more customers to the **Lycamobile** family over the coming years.”

Commented **Subaskaran Allirajah, Chairman, Lycamobile**

Lycamobile’s CEO Milind Kangle says: “Through continued focus on providing customers with an unbeatable product proposition we have continuously built up subscriber numbers in specific consumer segments. We are committed to making substantial investments in people, process and technology to broaden the range of services to Lycamobile’s global ethnic customer base of over 4 million subscribers..”

Lycamobile is already Europe’s largest pre-pay International MVNO brand with an existing subscriber base of over four million customers in the UK, Scandinavia, Holland, Belgium, Switzerland and recently Italy. In the coming months, the brand will be launched in many other markets.

“What distinguishes us from our competitors and will ultimately be the key factor in Lycamobile’s success is our low call rates, our focus on quality of service and the clarity of our calls,” concluded **Lycamobile’s CEO Milind Kangle.**

- ENDS -

Notes to Editors

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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. Lycamobile is already distributed through a UK network of more than 115,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with four million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009.