



Press Release

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For General Distribution

Lycamobile launches SIM sales in 99p Stores Nationwide

International Telecoms provider **Lycamobile** is pleased to announce that it has partnered with discount retailer 99p Stores to offer Lycamobile SIM product across its entire high street estate.

The **Lycamobile** SIMs are available in over one hundred of 99p Stores nationwide, and are displayed in a specifically designed Lycamobile free standing unit, positioned in areas of key prominence within the store environment.

The launch of Lycamobile SIMs in this channel is being supported heavily by Lycamobile promotional teams who will be in-store showcasing the product to 99p Store customers throughout the remainder of 2009.

“In the grip of recession customers are increasingly looking for ways to save money, and this is driving substantial footfall into key discount retailers. 99p Stores along with Lycamobile, are performing well in this challenging economic climate. We are pleased

that customers of 99p Stores can now purchase a Lycamobile SIM and save even more money,” commented Rob Beswick, Marketing Director, **Lycamobile**

Lycamobile international calls cost from as little as 4p per minute, with national calls from 5p 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.

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.

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Editor’s Notes:

About Lycamobile

Lycamobile (www.lycamobile.co.uk) is a prepaid SIM card product that provides low-cost, high-quality international calls to over 1.2 million UK customers 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 5 million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009.