



News [More](#)

- Lycamobile partners O2 for new brand
 - Carphone Warehouse retail staff bemoan cut in hours
 - Best Buy profits fall 22% in Q2
 - Jeff Taylor: SingTel deal proves INQ is a 'serious contender'
 - Prisoners' use of smuggled mobile phones soars by 300%
 - Fone Logistics hunts for more dealers
- Dealers** [More](#)
- Fone Logistics hunts for more dealers
 - HSC launches dealer initiative with 3
 - Phonetek gains two JAG stores
- Videos** [More](#)
- Coming Soon
- RSS** [More](#)
- News Feed
 - Blog

9/17/2009 5:51:25 PM
0 comments, [Make a comment](#)

Lycamobile partners O2 for new brand



The move does not affect our MVNO partnership, says Orange

Ethnic MVNO Lycamobile has announced a network partnership with O2 for a new pay as you go Sim brand, due to be launched in Q4 this year.

The move does not affect Lyca's current relationship with Orange, which it has an agreement with for the MVNO's existing 1.2 million customers.

An Orange spokesman said: 'Orange continues to work with Lycamobile to not only provide network services for their customer base, but also grow the services and opportunities offered through the relationship.'

'We have long understood Lyca's desire to run a multiple operator strategy and welcome the new network to the Lycamobile partnership.'

However, it could see Orange looking to other MVNO agreements other than its existing deal with Lyca.

Lycamobile CEO, Milind Kangle, said: 'We are delighted to announce the signing of this deal with O2. They have demonstrated a dedicated approach to this partnership and our deal will accelerate the success that the Lycamobile brand has already had in the UK.'

'Thanks to the technical architecture Lycamobile has developed, we will be providing an enhanced low-cost, high-quality mobile service to our UK customers.'

O2 Business Sales Director, Ben Dowd, said: 'This deal with Lycamobile offers us an exciting opportunity to work in a key growth market with the UK's leading International MVNO partner.'

Byline



Kate O Flaherty, Senior Reporter

[Send message](#) // [Profile](#)
[Follow on Twitter](#) // [kateoflaherty](#)

0 COMMENTS [Top of page](#)

Page 1 of 1

ADD COMMENT

Your Name (25 character limit)

Comment (Text Only - 2000 character limit)

Latest Comments

bigjok on Carphone Warehouse retail staff bemoan cut in hours 9/17/2009 8:48:56 PM
i agree with cpw staffer, the drive to better the mix between full time and part time is going t....

[All Messages](#) [Login](#) [Register](#)

3rd Mobile Broadband
Get A Huge 15GB Data Allowance For Only £15 A Month Visit 3rd For More
[Three.co.uk/15GB](#)

Vodafone Value - Shop Now
Amazing Online-only Deals on Phones, Plans & Mobile Broadband
[Vodafone.co.uk](#)

Contract Mobile Phones
Best Deals on Contract Phones. Free Mobile + Range of Gifts Buy Now!
[www.dialaphone.co.uk/mobile_phones](#)

Nokia N97 Latest Offers
See the latest offers from Vodafone on the Nokia N97. Order online now!
[www.NokiaN97.co.uk](#)

Ads by Google

mobile games unlimited
CLICK HERE

MOBILE STOREMANAGER OF THE YEAR // 2009
CLICK HERE

JOB OF THE WEEK
NATIONAL ACCOUNT MANAGER
OTE £50K TO £70K
CLICK HERE TO APPLY

TEST MY SPEED
Mobile Broadband
GO
Click for mobile broadband

Contract Mobile Phones
Best Deals on Contract Phones. Free Mobile + Range of Gifts Buy Now!
[www.dialaphone.co.uk/mobile_phones](#)

Nokia N97 Latest Offers
See the latest offers from Vodafone on the Nokia N97. Order online now!
[www.NokiaN97.co.uk](#)

Guaranteed Mobile Phone
98% Acceptance rate - Get a new mobile Guaranteed, Apply Online!
[BadCreditMobileContract.com](#)

Mobile Phone Contracts
Free Laptop, Xbox, Wii, HDTV, PS3, With New Mobile Contracts. Buy Now.
[BuyMobilePhones.net/Contracts](#)

Ads by Google

IE8 User?
Install the new Mobile Magazine Accelerator to quickly find related content from anywhere on the Web.



Mobile magazine, the inside track on the uk mobile industry.
Published by Noble House Media Ltd. © All content is Copyright of Noble House Media Ltd and Mobile magazine
Subscriptions | News | Directories | Mobile Distributor Finder | Mobile Guides | about Mobile magazine | contact us
[Mobile Choice](#) | [Dealer Extra](#) | [Mobile Exec](#) | [Executive News](#)

Nokia N97 Latest Offers
See the latest offers from Vodafone on the Nokia N97. Order online now!
[www.NokiaN97.co.uk](#)

Contract Mobile Phones
Best Deals on Contract Phones. Free Mobile + Range of Gifts Buy Now!
[www.dialaphone.co.uk/mobile_phones](#)

broadband expert COMPARE
Free Laptops
with Mobile Broadband from £20 per month

Ads by Google