



Press Release

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For General Distribution

Lycamobile Extends Retail Top-up Reach with Top-up now available at Superdrug

- Lycamobile extends top-up reach with Superdrug deal

In its most recent channel deal, **Lycamobile** is delighted to announce that it has teamed up with high street retailer Superdrug to offer electronic top-up in its 900 nationwide retail stores.

The **Lycamobile** top-ups are available in over 900 Superdrug stores nationwide, will be available at all the till points throughout the stores.

“Superdrug is a fantastic retailer with an important national high street coverage, we are delighted that Lycamobile customers can now top-up their Lycamobile in any Superdrug in the country. We will continue to increase our distribution channel footprint over the coming months.” comments 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 4.5 million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009.