



Press Release

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For General Distribution

LYCAMOBILE WORLD – SUPER ON NET LAUNCHED

LYCAMOBILE SLASH THE COST OF EUROPEAN MOBILE CALLS TO LESS THAN A PENNY

- ***Lycamobile World service lowers European mobile costs for 6 million consumers in UK, Belgium, Netherlands, Switzerland, Italy, Sweden, Norway and Denmark.***
- ***Lycamobile Customers can now call family and friends across Europe on their Lycamobile for ½ Penny - less than a UK national call.***

Lycamobile, the International mobile provider, has launched its unique international on-net service, **Lycamobile World**, slashing the cost of international mobile calls for its 6 million global customers.

By opening up its network to allow Lycamobile customers from each of its eight markets to call other **Lycamobile** customers at vastly reduced costs, **Lycamobile** has effectively driven the cost of an international mobile call down to less than a national rate call.

“**Lycamobile World** is yet another milestone in our quest to reward customers with affordable international communications to stay in touch with their loved one across

the world. Consistent with our vision of being the provider of choice for international communications we will continue to invest in people, process and technology to deliver more valuable products and services to our customers. The **Lycamobile World** footprint will expand from eight to eleven markets this year, with more to follow in 2011,” commented **Milind Kangle, Chief Executive Officer, Lycamobile**

Lycamobile World is simple - customers pay a one time connection fee allowing them to talk to their friends and loved ones for 30 minutes at no charge per minute! Any calls that last longer will be charged at that destinations standard per minute rate.

For example a UK **Lycamobile** customer will pay a one off connection fee of only 15 pence allowing them to talk for 30 minutes at 0p per minute – that works out at an effective rate of ½ Pence per minute – cheaper than a national call to Cambridge.

A **Lycamobile** customer in Belgium would pay a one off connection fee of €0.19 allowing them to talk for 30 minutes at 0 cents per minute – effectively giving them a super rate of only €0.006 per minute!

Lycamobile customers are able to make an International mobile call to any Lycamobile customer in Belgium, Italy, Denmark, Norway, Sweden, The Netherlands and the UK and talk with their **Lycamobile** loved ones making massive savings on their mobile bills with this unique service.

Lycamobile customers currently also enjoy market-leading promotions such as an extra £10 free credit and 2000 Free **Lycamobile** to **Lycamobile** UK On Net Minutes and Texts with a £30 top-up. **Lycamobile** calls to UK Landlines are also now only 1p per minute until the 31st of September 2010.

Notes to Editors:

Lycamobile World Details

All **Lycamobile World** calls are only charged a once off connection fee for up to 30 minutes of call time: Belgium - €0.19, Denmark – 1.49 kr, Norway – 1.99 NOK, Sweden – 1.79 kr, The Netherlands - €0.24, and the UK - £0.15. Calls following the initial 30 minutes are charged at the standard European mobile rate for each country.

About Lycamobile

Lycamobile (www.lycamobile.com) is a prepaid SIM card product that provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a European network of more than 300,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with 6 million customers across Europe. Present in eight markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010.