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Lyca top-ups in Superdrug outlets

October 23, 2009
By Sarah Forsey (contact sarahf@mobilenewsgrp.co.uk)

Lycomobile has struck a distribution deal with Superdrug to sell electronic top-ups across the retailers 900 stores

Ethnic market MVNO Lycomobile has joined with Superdrug to offer electronic top-ups to customers at till-points within all of the high-street retailer's 900 UK stores.

"Superdrug is a fantastic retailer with an important national high street coverage, we are delighted that Lycomobile customers can now top-up their Lycomobile in any Superdrug in the country.

"We will continue to increase our distribution channel footprint over the coming months," said Lycomobile marketing director Rob Beswick.

Lycomobile recently signed an MVNO deal with O2, a year after launching in the UK on the Orange network, granting the company full MVNO status.

The company plans further market launches this year.



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