



Press Statement

For general distribution

8th June 2010

LYCAMOBILE LAUNCHES INTERNATIONAL MOBILE SERVICES IN NORWAY

INTERNATIONAL mobile telecoms provider **Lycamobile** today announced the launch of its International prepaid mobile services in the Norwegian market.

Norway is the eighth market launch for the **Lycamobile** brand which now has over 5.5 million subscribers. The **Lycamobile** brand continues to gain traction as it accelerates towards achieving its mission of acquiring 7 million global customers by 2011.

“**Lycamobile** are delighted to announce the launch of our international and national prepaid mobile services in Norway. Our mission to acquire 7 million active subscribers by 2011 remains on target, and I am pleased that Lycamobile can now offer the Norwegian consumer great quality affordable international and national calling and SMS,” commented Rob Beswick, Marketing Director, **Lycamobile**.

The **Lycamobile** Pay As You Go SIM provides Norwegian consumers with the ability to make both affordable international and national calls of the highest quality at the lowest rates ever directly from their mobile handset.

Lycamobile is committed to providing the highest call quality at all times, and **Lycamobile** will use its established network of interconnect agreements with over 250 blue chip telecoms

carriers worldwide together with a flexible Interconnect technology architecture that enables it to route calls on the basis of best quality and lowest-cost.

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Notes to Editors

Media contacts

Robert Beswick
Marketing Director
Lycamobile
Tel : +44 (0) 7590 323 412
Email : rbeswick@lycamobile.com

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 5.5 million customers across Europe. Present in eight markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010.