



Press Release

22nd January 2008

LYCAMOBILE SIGNS UP M2M FOR £6 MILLION UK MEDIA PLANNING AND BUYING CAMPAIGN

INTERNATIONAL mobile telecoms provider **Lycamobile** has appointed media agency M2M to handle its £6 million UK planning and buying account in a bid to maximise the mobile virtual network operator's ongoing advertising launch campaign and to support the business objective of attracting over one million British subscribers by September 2009.

Lycamobile will be working with M2M investing in a substantial outdoor campaign in key UK regions that is also supported by a targeted ethnic media print promotion. A number of executions will be utilised, based on geo-demographic targeting of key audience sectors, incorporating large formats, bus supersides and a strong presence on the London Underground. M2M will also work alongside Lycamobile's appointed PR and creative agency Ogilvy which is handling all UK launch communications.

Alistair MacCallum, managing director of M2M said, "We are delighted to be working with such an entrepreneurial business that is looking to deliver very confident acquisition targets. We are very much looking forward to contributing to **Lycamobile's** growth in the UK and other markets."

"M2M's appointment comes at a strategically important time when **Lycamobile's** UK launch has reached a new level of increased activity with a nationwide roll out of various advertising campaigns and communications strategies. M2M's background and expertise is a perfect match for the wide scale international reach **Lycamobile** aims to achieve," commented Jill Styring, head of marketing communications, **Lycamobile**.

Lycamobile, with almost two million existing mobile subscribers in Europe, has previously rolled out its easy-to-use Pay As You Go SIM card in seven markets, including the Netherlands, Belgium, Norway, Sweden, Denmark and Switzerland.

- ENDS -

Media contacts:

Ogilvy Public Relations Worldwide

Katharina Winkler

Tel: 0207 309 1027

Email: katharina.winkler@uk.ogilvypr.com

M2M

Michelle West: New Business and Marketing: +44 (0)207 298 7114

Alistair MacCallum, Managing Director : +44 (0)207 470 5328

Editor's Notes:

Lycamobile Promotional Rates

- On-net Lycamobile to Lycamobile 0p per minute (one off connection charge of 15p, 30 minute talk time per call, thereafter national rate of 9p applies). Subject to fair usage policy of 3000 minutes per month. **Effective rate is 0.5p per minute.**
- Free credit available on top-up - £1 Free on £5 top-up, £2.50 Free on £10 and £6 Free on £20.
- Promotions will be introduced on a regular basis – visit www.lycamobile.co.uk for latest rates and offers.

About Lycamobile

Lycamobile (www.lycamobile.co.uk) is a prepaid SIM card product which provides low-cost, high-quality international calls direct from mobile phones. The brand was initially introduced in The Netherlands in 2006. Lycamobile is already distributed through a UK network of over 85,000 key retail outlets. Present in six markets, Lycamobile continues to grow rapidly, attracting almost two million customers, with further market launches planned throughout the remainder of 2008/2009 commencing with the UK in 2008.

About M2M

M2M is part of Omnicom Media Group, UK.

M2M offers a unique proposition amongst media agencies, combining a start up agency feel, with the resource of the Omnicom group. Through truly living and working to it's ethos 'nurturing valued relationships' the agency has grown exponentially over the past five years.

In 2008 M2M moved their unique offering onto an international stage with the win of the Estee Lauder business across European and Pan Asian markets. This sees the beginning of an exciting new era in the life of this agency

About Ogilvy Public Relations Worldwide

Ogilvy Public Relations Worldwide (www.ogilvypr.com) is an integrated global marketing communications firm, with offices in more than 60 cities around the world. In its 27th year, Ogilvy PR provides strategic public relations counsel to a variety of clients across its consumer marketing, corporate, healthcare, technology, public affairs, social marketing and entertainment practices. The agency also offers biotechnology and government affairs expertise through its subsidiaries Feinstein Kean Healthcare and Ogilvy Government Relations, respectively. Ogilvy PR is part of the WPP Group, one of the world's largest communications services organizations (NASDAQ: WPPGY, www.wpp.com).

About Ogilvy Group UK

Ogilvy Group UK (www.ogilvy.co.uk) represents the aggregated capabilities of 13 operating companies across the total spectrum of brand communications. With approximately 1,300 employees, it is the largest UK employer in the sector.

Each group company maintains its own client base and strives for best-in-class excellence in its own discipline, but it is the group's shared philosophy, tools and working practices that truly set it apart from other so-called "integrated" offerings.

Ogilvy's 360 Degree Branding approach focuses any required combination of the group's companies totally on the brand and its needs, avoiding any bias towards a particular channel. Bespoke brand teams can be set up depending on the individual needs and priorities of each client.

A principal feature of the group's approach to solving brand problems is a method of running workshops that bring together all the brand stakeholders for a moderated session to identify brand opportunities, challenges and solutions from a channel-neutral perspective. Disciplines housed within the Ogilvy Group UK include advertising, direct marketing/CRM, public relations, sales promotion/brand activation, design, interactive, business-to-business, internal communications, healthcare, digital media and associated state-of-the-art studio and creative services operations.