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Lyca joins top up forum

May 21, 2009

Ethnic MVNO joins the Electronic Top Up forum allowing customers to top up SIM cards in more retail outlets

Ethnic MVNO Lycamobile has joined the Electronic Top Up forum as a sub-licence holder after ensuring top up visibility in 66 per cent of UK retailers.

Customers can now top up a Lycamobile SIM card at any retailer which holds the Electronic Top Up Logo.

The membership also allows the MVNO to be involved in future joint communications and advertising campaigns.

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Lycamobile marketing director Rob Beswick said: "We are delighted that our customers can benefit from the convenience of topping up their Lycamobile at the majority of UK retailers displaying the green electronic top up logo.

"We strive to offer our customers extensive options for topping up their Lycamobile and we are proud our customers can top up at over 115,000 nationwide retailers."