



Press Release

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CELEBRATE SIKH CULTURE WITH LYCAMOBILE AT THIS WEEKEND'S BIRMINGHAM VAISAKHI MELA

- ***Lycamobile joins in to celebrate one of the most important dates in the Sikh calendar in Birmingham***
- ***Your chance to meet and greet Lycamobile's Globeman live at the event***
- ***Lycamobile has also sponsored several other Vaisakhi religious processions (Nagar Kirtans) around the country – such as celebrations in Coventry, Hounslow, Southall and Leeds.***

SPONSORING the festival of song and processions at this year's Vaisakhi celebrations in Birmingham, **Lycamobile**, the international mobile telecoms provider, will be present with vibrant info stalls full of goodies AND its very own brand icon Globeman.

This Sunday 26th April, the long established Sikh ceremony makes its way through the main streets of Birmingham to Handsworth Park in a colourful extravaganza celebration of harvest, New Year and the birth of Sikhism. Lycamobile's brand icon Globeman, whose fan base is increasing at a phenomenal rate, will be at the Lycamobile stand and in the Park meeting and greeting festival goers, children and helping to bring people together to commemorate this special day.

“We are proud to support Vaisakhi this year. In the spirit of Lycamobile, this event brings families and friends closer together and it’s a fantastic opportunity for Lycamobile to interact with our loyal Sikh customers,” says **Lycamobile’s** Marketing Director, Rob Beswick.

With call prices to India starting from as little as 5p per minute (and a special offer of 2p per minute to Punjab (India) landlines during all weekends in May 2009), **Lycamobile’s** easy-to-use international calls service is becoming increasingly popular with Britain’s Sikh community.

New **Lycamobile** customers get an extra £2 credit on registration. In addition, customers who decide to port their number to Lycamobile will receive £5 free credit. Calls can be made by simply replacing an existing SIM card, in any unlocked UK mobile handset, with the **Lycamobile** Pay As You Go SIM card.

Top-ups and SIM cards are available from more than 115,000 UK retail outlets, including newsagents, convenience stores, PayPoint, Payzone, e-pay and online from www.lycamobile.co.uk. Top-up vouchers can also be purchased online at www.lycamobile.co.uk.

- ENDS –

Globeman is now on Facebook (‘Globeman Lycamobile’) and on Twitter (‘Lyca_Globeman’)

Lycamobile Promotional Rates

Lycamobile to Lycamobile Free Calls and Texts Promotion: There is NO connection charge for any Lycamobile to Lycamobile call or text.

Lycamobile to Lycamobile calls (i.e. on-net calls) are free for the first fifteen minutes, calls over fifteen minutes and up to thirty minutes will be charged a one off ten pence set up fee per call. Calls over thirty minutes will be charged at ten pence per minute. A fair usage policy of three thousand minutes per month applies, calls made over this allowance will be charged at ten pence per minute.

A fair usage policy of five hundred texts per month applies to Lycamobile to Lycamobile texts, texts made over this allowance will be charged at seven pence per text. These promotions are only valid after the first top up. Promotions started on the 01.04.2009 and finish on the 30.04.09.

Promotions will be introduced on a regular basis – visit www.lycamobile.co.uk for latest rates and offers.

About Lycamobile

Lycamobile is a prepaid SIM card product which provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a UK network of more than 115,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already

Europe's largest pre-pay MVNO with over 3 million customers across UK & Europe. Present in seven markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009. Lycamobile is part of Lycatel, the global market leader in international calling cards.

Media contacts

Katharina Winkler
Ogilvy Public Relations Worldwide
Tel: 0207 309 1027
Email: katharina.winkler@uk.ogilvypr.com

Sophie Gray
Ogilvy Public Relations Worldwide
Tel: 0207 309 1015
Email: sophie.gray@uk.ogilvypr.com