



PRESS RELEASE

FOR GENERAL DISTRIBUTION

5th November 2009

LYCAMOBILE DISTRIBUTION ASSURES BUSINESS PARTNERS THAT THE INTERRUPTION OF SERVICES ON OLD SIMS AFFECTS LESS THAN 2% OF OUR DUTCH CUSTOMERS

- ***INTERRUPTION OF SERVICES TO LYCAMOBILE SIMS ON T-MOBILE NETWORK WILL AFFECT LESS THAN 2% OF ITS TOTAL DUTCH BASE***
- ***98% OF OUR ETHNIC CUSTOMERS HAVE ALREADY CHOSEN THE NEW LYCAMOBILE SIM THEREBY DEMONSTRATING THEIR LONG STANDING BRAND LOYALTY BUILT OVER THE LAST 3 YEARS.***
- ***SALE and USAGE OF NEW SIMS AND TOP-UPS WILL BE COMPLETELY UNAFFECTED.***
- ***T-MOBILE DISPUTE IS SUBJECT OF CONTINUING COURT PROCEEDINGS EXPECTED TO LAST FOR A FURTHER 2 YEARS.***
- ***CUSTOMERS USING AN OLD SIM ARE ABLE TO TRANSFER EXISTING BALANCE TO NEW LYCAMOBILE SIM.***

INTERNATIONAL mobile telecoms provider Lycamobile Distribution has announced to its customers that it will cease services on its legacy MVNO SIM (operating on the T-Mobile network) in Holland, which represents only 2% of its total base. It will now focus all its efforts

on the New Lycamobile SIM (operating on the Vodafone network) enabling full service continuity for all subscribers.

Lycamobile Distribution assures its retail and distribution partners that with 98% of the Lycamobile SIM's being used in Holland on the Vodafone network customers using the new SIM will be completely unaffected by the dispute between TMNL and Lycamobile which will affect the old SIM **ONLY**.

Since the launch of the New Lycamobile SIM in June this year, Lycamobile customers have subscribed to the improved service and retail offers including extra value on top-up, on-net Voice calls and SMS. Well over 300,000 subscribers have already chosen the new SIM in preference to the old one.

Lycamobile Distribution has already notified the small part of its customer base still using the old SIM card, that services on the old SIM are no longer accepting top-ups and will close soon.

While Lycamobile Distribution has been notified of a service interruption commencing today affecting 2% of the base using the old SIM, we have ensured that this small remaining base are able to pick up a new Lycamobile SIM from over 27,000 retailers nationwide. Customers may request transfers of balances onto their new Lycamobile SIM while any who request a refund of any balances will receive one.

We do not expect any long term impact to our business, or to our Distribution partners, all of whom have been stocking and selling the New Lycamobile SIM successfully since July 2009.

The Lycamobile brand will continue to grow in Holland and provide its customers with the best international prepaid SIM product, the best voice quality and the most attractive promotions in the marketplace.

- ENDS -

Media contacts:

Rob Beswick
Marketing Director
Lycamobile
Tel: 0207 536 6476

Email: rbeswick@lycamobile.com

Editor's Notes:

About Lycamobile

Lycamobile (www.Lycamobile.com) 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 European network of over 300,000 key retail outlets. Present in six markets, Lycamobile continues to grow rapidly, attracting 5 million customers, with further market launches planned throughout the remainder of 2009 and 2010.