



Press Release

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30th September 2009

LYCAMOBILE CELEBRATES DIWALI WITH LEAD SPONSORSHIP OF DIWALI ON THE SQUARE, TRAFALGAR SQUARE CELEBRATIONS

- ***Join Lycamobile and Globeman on Sunday 4th October for a festival and celebration of Diwali.***

IN CELEBRATION of Diwali, the international mobile telecoms provider **Lycamobile** are proud to announce that they are presenting sponsor of these years Diwali on the Square celebrations hosted by the Mayor of London and the Greater London Authority.

“We are proud to support the festival of Diwali in such a spectacular and prominent way this year. In the spirit of **Lycamobile**, the Diwali celebrations in Trafalgar Square in London, will bring families and friends closer together and it’s a fantastic opportunity for Lycamobile to thank our loyal customers and wish them a Happy Diwali for 2009. Lycamobile will continue to support events and initiatives that benefit and promote the UK’s multi-cultural society,” says **Lycamobile**’s Marketing Director, Rob Beswick.

The Central London festival will feature performances of traditional music in addition to contemporary Asian music and dance and DJs. Awards will be presented to young achievers from the Asian community for their achievements in the arts, sport and education or for the contribution they have made to their community.

Visitors will include Mayor for London Boris Johnson, who is due to speak at the celebrations. Lycamobile's brand icon Globeman, whose fan base is increasing at a phenomenal rate, will be appearing at the Lycamobile stands and in the Square to meet and greet all those attending. Don’t miss this opportunity to meet Globeman, who will be available for photos throughout the day!

Mayor of London Boris Johnson said: "Diwali is a beautiful festival that can be enjoyed by every community and I am delighted Trafalgar Square is hosting the Diwali celebrations. This is not only an occasion of great significance to Hindus, Sikhs and Jains, but with its underlying themes of peace and mutual respect it has relevance and meaning for all Londoners. I would like to thank the Diwali in London Committee and the sponsors for all their support and wish everyone a happy and prosperous Diwali."

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 –

Social Media

Globeman is now on Facebook ('Globeman Lycamobile') and on Twitter ('Lyca_Globeman')

Lycamobile Promotional Rates

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

Media contacts:

Rob Beswick
Marketing Director
Lycamobile
Tel: +44 (0) 207 5366476

Email: rbeswick@lycamobile.com

Editor's Notes:

About Lycamobile

Lycamobile (www.lycamobile.co.uk) is a prepaid SIM card product that provides low-cost, high-quality international calls to over 1.2 million UK customers 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 4.5 million customers across Europe. Present in six

markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009.