



## Press Release

FOR GENERAL DISTRIBUTION

13 February 2009

### **LYCAMOBILE SPONSORS BOLLYWOOD STAR-STUDED MAIN STAGE AT ZEE CARNIVAL**

- ***ZEE TV and Lycamobile team up to celebrate Valentine's Weekend in true Asian glamour style***
- ***Meet Lycamobile's Globeman live at the event***

**Lycamobile**, the international mobile telecoms provider, is sponsoring the main stage bursting with the best of Bollywood entertainment at this year's ZEE Carnival celebrations at London Olympia's Grand Hall.

From the 13th to the 15th February, the annual extravaganza showcases tons of first-class entertainment as well as Asian food, fashion and shopping. Famous TV presenter and actor Shah Rukh Khan will frequently take to the main stage during the three-day event. Additional acts include Anushka Sharma, Tariq Khan and Raghav.

"We are proud to support ZEE Carnival this year. In the spirit of Lycamobile, the event brings families and friends closer together and it's a fantastic opportunity to meet and greet Bollywood screen stars and Asian TV personalities," says **Lycamobile's** CEO Milind Kangle.

With call prices to countries, such as India, Pakistan, Bangladesh USA and Canada starting from just 2p per minute, effective throughout the 13–15<sup>th</sup> February as a special Zee Carnival promotion\*, **Lycamobile's** easy-to-use international calls service is becoming increasingly popular with Britains's ethnic communities, expats and overseas students.

New **Lycamobile** customers get an extra £2 credit on registration and all customers get an additional £10 worth of calls on £20 top-up vouchers. Calls can be made by simply replacing an existing SIM card, in any unlocked UK mobile handset, with the **Lycamobile** Pay As You Go card. Top-ups and SIM cards are available from more than 115,000 UK retail outlets, including

newsagents, convenience stores, PayPoint, Payzone and e-pay. Top-up vouchers can also be purchased online at [www.lycamobile.co.uk](http://www.lycamobile.co.uk). In addition, customers who decide to port their number to Lycamobile will receive £5 free credit.

**- ENDS -**

### **Lycamobile Promotional Rates**

\*Effective rates are calculated as the aggregate call rate value received when you purchase a promotional voucher. Standard rates apply otherwise, until further notice or until subsequent rate changes are made. The above effective rate examples are applicable when you purchase a £20 top-up voucher with £10 extra free credit included under this offer.

On-net Lycamobile to Lycamobile UK calls 0p per minute (one off connection charge of 10p, 30 minute talk time per call, thereafter a rate of 9p applies). Subject to fair-usage policy of 3,000 minutes per month.

On-net Lycamobile to Lycamobile SMS are free and subject to a fair usage policy.

Free credit available on top-up - £1 Free on £5 top-up voucher, £2.50 Free on £10, £10 Free on £20, £15 Free on £30, £20 Free on £40 and £25 Free on £50.

Promotions will be introduced on a regular basis – visit [www.lycamobile.co.uk](http://www.lycamobile.co.uk) for latest rates and offers.

### **Media contacts**

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### **About Lycamobile**

Lycamobile ([www.lycamobile.co.uk](http://www.lycamobile.co.uk)) 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 85,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with 2.8 million customers across Europe. Present in seven markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2008/2009. Lycamobile is part of Lycatel, the global market leader in international calling cards.