

Press Release

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FOR GENERAL DISTRIBUTION

HAPPY CHINESE NEW YEAR – CELEBRATE IN CHINATOWN TO PICK UP YOUR LYCAMOBILE GOODIES

- **Visit London's Chinatown for the New Year celebrations and pick up some Lycamobile freebies**
- **Effective rates of 2 per minute to China with promotional 50 per cent extra free credit on top-ups (Standard Rate only 4p per minute)***
- **Brighten up your loved ones' lives with a festive call**
- **Call China landlines and mobiles for less during Chinese New Year and throughout the Year of the Ox**

LYCAMOBILE, the international mobile telecoms provider, is celebrating the Chinese New Year by offering customers the chance to call home for less during the Chinese New Year festivities and throughout the New Year of the Ox.

In the spirit of celebrating the Year of *Ji Chou*, known in English as the Ox, Lycamobile has a strong offer of low call rates that will enable customers to call their friends and families landlines and mobiles in China for an effective rate of just 2p per minute when they top-up for £20 or more (Standard Rate only 4p per minute)*, bringing them together at this special time of year.

As part of the festivities Lycamobile is also encouraging everyone to get down to London's Chinatown to enjoy the biggest Chinese New Year celebrations outside Asia and pick up some free Lycamobile goodies at the same time! From Monday 26 January, for one week only, ten Lycamobile rickshaws will be handing out freebies such as t-shirts, caps and pens to lucky passers-by as they travel through Chinatown.

"Chinese New Year is a special celebration, we know how much family means to our customers. For those who can't be with their loved ones for the Chinese New Year we offer everyone the opportunity to call back home to celebrate this event with friends and family," says **Lycamobile's** CEO Milind Kangle. "With these fantastic low rates it's as cheap as a national call in the UK, which actually makes calling

home for our customers so much easier. Don't forget to visit London's china town from 26th January for your chance to pick up some Lycamobile goodies!"

New **Lycamobile** customers also 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.

- ENDS -

Notes to Editors

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 for latest rates and offers.

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About Lycamobile

Lycamobile (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 115,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with 2.5 million customers across Europe. Present in seven markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2008/2009.