

Press Release

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LYCAMOBILE BOOSTS MANAGEMENT TEAM WITH SENIOR APPOINTMENT

Newly appointed international commercial director to steer global market development and MVNO partnership relations

LYCAMOBILE, the international telecoms provider, has brought in John Wier as Commercial Director to take the lead on the management of existing MNO relationships across the Lycamobile portfolio.

In the newly created position, John will be responsible for developing solid relationships with Lycamobile's MNO partners globally. Having started at the end of last month, the MVNO specialist will be joining Lycamobile's executive board to review and improve commercial aspects of Lycamobile's existing partner network.

"This is a significant senior appointment and John will play a vital role in helping us to grow and prosper from our existing operator relationships. With over 20 years of global mobile sector experience, he's the right man for this strategically important position," comments Lycamobile's CEO Milind Kangle.

John is joining Lycamobile from South Africa's third largest mobile operator Cell C where he was responsible for the development of new revenue streams, strategy formulation and business relations. Prior to that he was the CEO of Nigerian mobile telecommunications company M-tel and acted as board advisor to Virgin Mobile in South Africa. The fluent Dutch-speaker also developed and implemented the European MVNO strategy for the Dutch telecoms corporation KPN.

Lycamobile is already Europe's largest and fastest growing International MVNO with an existing subscriber base of over 2.8 million customers in the UK, Scandinavia, Holland, Belgium and Switzerland. Over the next 12 to 15 months, Lycamobile plans to launch operations in other markets globally.

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Notes to Editors

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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 2.8 million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout 2009.