

## Press Release

XX April 2009

FOR GENERAL DISTRIBUTION

### **‘SINGING IS BELIEVING’ WITH LYCAMOBILE AND “C-STAR” AS THEY SEARCH FOR THE NEXT CHINESE SINGING SENSATION**

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- **Talent competition broadcast online to find the next big Chinese singing star in the UK**
- **Visit [www.c-star.co.uk](http://www.c-star.co.uk) for coverage of the best and worst auditions**
- **Grand finale of C-Star taking place on 25<sup>th</sup> May 2009**
- **SMS voting from Lycamobile as low as 25p per text for 2 votes**
- **Mobile and Landline rates of 4 p per minute to China with Lycamobile**

**LYCAMOBILE**, the international mobile telecoms provider, is extending its sponsorship remit and will be principle telecoms sponsor for a major online talent competition in the UK Chinese community, which will be searching for the next big singing sensation from the Far East.

Over 600 applicants have entered C-Star for the opportunity to audition around the UK, initially in London, Birmingham and Manchester; in the hope of landing a prestigious prize of recording a music single, making a music video and working alongside famed 60's record producer Steve Benham. The initial rounds are currently broadcast on [www.c-star.co.uk](http://www.c-star.co.uk) where the highs and lows of the UK's Chinese talent are captured in full glory.

As part of the sponsorship deal from **Lycamobile's** brand icon Globeman will be featuring around various locations the UK helping to raise awareness for this popular talent show which will be culminating in a grand finale on the 25<sup>th</sup> May 2009.

“C-Star is an increasingly popular online talent show which is showcasing the best in Chinese talent year on year. **Lycamobile** has a very valued customer base in the Chinese community and is pleased to be able to partner with C-Star this year and offer competitive rates for its valued customers to participate in this exciting programme” commented Rob Beswick, Marketing Director, Lycamobile.

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 ofcourse online from [www.lycamobile.co.uk](http://www.lycamobile.co.uk). Top-up vouchers can also be purchased online at [www.lycamobile.co.uk](http://www.lycamobile.co.uk).

**- ENDS –**

Globeman is now on Facebook ('Globeman Lycamobile') and on Twitter ('Lyca\_Globeman')

### **Lycamobile Promotional Rates**

Lycamobile to Lycamobile Free Calls and Texts Promotion: There is NO connection charge for any Lycamobile to Lycamobile call or text. Lycamobile to Lycamobile calls (i.e. on-net calls) are free for the first fifteen minutes, calls over fifteen minutes and up to thirty minutes will be charged a one off ten pence set up fee per call. Calls over thirty minutes will be charged at ten pence per minute. A fair usage policy of three thousand minutes per month applies, calls made over this allowance will be charged at ten pence per minute. A fair usage policy of five hundred texts per month applies to Lycamobile to Lycamobile texts, texts made over this allowance will be charged at seven pence per text. These promotions are only valid after first top up.

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

### **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 115,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with over 3 million customers across UK & Europe. Present in seven markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009. Lycamobile is part of Lycatel, the global market leader in international calling cards.

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