

Press Release

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FOR GENERAL DISTRIBUTION

LYCAMOBILE AWARDED ELECTRONIC TOP-UP LOGO

More than 66 per cent UK Electronic Top-up retail penetration marks another milestone as Lycamobile stays on track to hit the one million UK subscriber target ahead of schedule

LYCAMOBILE, the international mobile telecoms provider, has joined the Electronic Top-Up (ETU) forum as a sub-licence holder following the MVNO's landmark achievement of extending its retail penetration to more than 66 per cent of UK's Electronic Top-up retailers in less than nine months since its launch.

Lycamobile's fast growing and ethnically diverse customer base can now benefit from the convenience of topping up their Lycamobile SIM cards at the majority of retailers that display the Electronic Top Up Logo. The permission to use the Electronic Top-Up (ETU) also enables Lycamobile to participate in cross network retailer visibility initiatives and to use the green top-up logo in all future communications and advertising campaigns.

"We are delighted that our customers can benefit from the convenience of topping up their Lycamobile at the majority of UK retailers displaying the green electronic top up logo. We strive to offer our customers extensive options for topping up their Lycamobile and we are proud our customers can top-up at over 115,000 nationwide retailers," says Rob Beswick, Marketing Director, Lycamobile.

Lycamobile top-ups and SIM cards are available from more than 115,000 UK retail outlets, including retail multiples such as Sainsbury's, Morrisons, The Post Office, Budgens and also newsagents, convenience stores, PayPoint, Payzone, and e-pay. Top-up vouchers can also be purchased online and the easy-to-use online store locator helps customers to find their nearest Lycamobile retail outlet.

Having launched in the UK in September 2008, Lycamobile is on track to achieve to reach the one million UK subscriber mark ahead of schedule this summer. The Lycamobile Pay As You Go SIM gives UK consumers the ability to make both international and national calls of the highest quality at the lowest rates ever.

- ENDS -

Social Media

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

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 over 3.5 million customers across UK & Europe. Present in seven markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009.

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