



## Press Release

20 October 2008

FOR GENERAL DISTRIBUTION

### **WISH FRIENDS AND FAMILY *HAPPY DIWALI* WITH LYCAMOBILE'S 3P PER MINUTE FESTIVAL OFFER**

- **Calls just 3p per minute to Indian and Sri Lankan landlines**
- **Bargain reduction to 2p per minute when combined with free top-up**
- **Brighten up your loved ones' lives and call back home for less during Diwali**
- **Festival offer period lasts from 20<sup>th</sup> October to 2<sup>nd</sup> November**

**LYCAMOBILE**, the international mobile telecoms provider, is offering a special call tariff for Diwali. In the spirit of the festival of lights, the cut-price call rates are aimed at illuminating the lives of loved ones and bringing friends and families closer together.

From today until the 2<sup>nd</sup> November, all rates to landlines in India and Sri Lanka have been cut giving the UK Asian community massive savings on calls to friends, family and relatives. Calls to Indian landlines have been slashed from 5p per minute to only 3p per minute, while rates to landlines in Sri Lanka are down from 8p per minute to 3p per minute during the festival offer period.

Combining the 3p per minute Diwali festival rate with free credit on top-ups means that it is possible to call India and Sri Lanka for as little as 2p per minute. New **Lycamobile** customers get an extra £2 credit on registration and, from today, an additional £10 worth of calls on £20 top-up vouchers.

"With our competitive festival rate, we offer everyone the opportunity to call back home and celebrate Diwali with friends and family," says **Lycamobile's** CEO Milind Kangle.

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 85,000 UK retail outlets, including newsagents, convenience stores, payzone and e-pay. Top-up vouchers can also be purchased online at [www.lycamobile.co.uk](http://www.lycamobile.co.uk).

- ENDS -

## Notes to Editors

### Lycamobile Promotional Rates

On-net Lycamobile to Lycamobile UK calls 0p per minute (one off connection charge of 15p, 30 minute talk time per call, thereafter a rate of 9p applies). Subject to fair-usage policy of 3,000 minutes per month.  
*Effective rate is 0.5p per minute for a 30 minute call.*

Free credit available on top-up - £1 Free on £5 top-up voucher, £2.50 Free on £10 and £10 Free on £20.

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

Katharina Winkler  
Ogilvy Public Relations Worldwide  
Tel: 0207 309 1027  
Email: [katharina.winkler@uk.ogilvypr.com](mailto:katharina.winkler@uk.ogilvypr.com)

Rebecca Perfect  
Ogilvy Public Relations Worldwide  
Tel: 0207 309 1009  
Email: [rebecca.perfect@uk.ogilvypr.com](mailto:rebecca.perfect@uk.ogilvypr.com)

### 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 two million customers across Europe. Present in six 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.