



PRESS RELEASE

For immediate release

30th October 2008

DATA SELECT TEAMS UP WITH LYCAMOBILE ON WHOLESALE DISTRIBUTION DEAL

Data Select has been chosen as a wholesale distributor for Lycamobile, the international mobile telecoms provider, supporting the trade distribution of the newly launched Pay As You Go SIM cards. With strong channel relationships with key multiple, symbol and convenience retailers and sub-distributors, Data Select will offer Lycamobile vast access routes to the market through its channel.

Data Select is the largest pre-pay SIM-only distributor in the UK and has direct relationships with all the UK networks. Lycamobile, which launched in the UK last month, enables consumers to make high quality, low cost international calls directly from their mobile without entering access codes or PIN numbers.

Milind Kangle, CEO at Lycamobile says: "Data Select has got the ideal distribution channels to market our product most effectively to our target retailers and sub-distributors. It will be one of our key business partners helping us to increase our distribution footprint in the UK and achieve our subscriber target of one million within a year."

George McPherson, CEO at Data Select parent company The Phones International Group adds: "Data Select is delighted to have been selected to work with Lycamobile. With our relationships and reach within the SIM-only market combined with Lycamobile's proposition this is an exciting partnership."

Lycamobile is supported by a £10 million advertising and marketing campaign featuring 'Globeman', a culturally aware icon representing Call the world for less.

Lycamobile's international calls cost from as little as 3p per minute, with national calls from 8p per minute. With introductory deals including 0p per minute Lycamobile to Lycamobile UK calls* and additional credit on top-ups, 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.

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Notes to Editors:

About Data Select

Data Select is a dynamic business within the Phones International Group, one of Europe's fastest growing enterprises and a leader in the delivery of wireless communications solutions. Since its formation, Phones International Group has rapidly emerged as one of Europe's premier mobile solutions providers, with a portfolio of core business offerings combining: mobile logistics, online capabilities, distribution and fulfilment, configuration and related mobile products and support services.

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 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.

Lycamobile Promotional Rates:

- * On-net Lycamobile to Lycamobile 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 3000 minutes per month. Effective rate is 0.5p per minute.
- Free credit available on top-up - £1 free on £5 top-up, £2.50 free on £10 and £10 free on £20.

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