



Press Release

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FOR GENERAL DISTRIBUTION

MID-SEASON OFFER FROM LYCAMOBILE LETS YOU CALL AROUND THE WORLD FOR EVEN LESS

- Half-price calls to *ALL* countries between 6pm-6am
- Calls to Europe for **2p** per minute and India for **2.5p** per minute
- Offer period until the 16th November

LYCAMOBILE, the international mobile telecoms provider, kicks off a massive mid-season promotion this week that gives international callers the opportunity to phone *ANY COUNTRY* in the world and get twice the talk time for the same price.

Until the 16th November all off-peak rates between 6pm and 6am to mobiles and landlines worldwide have been slashed by 50 per cent offering substantial savings on calls to friends, family and relatives living abroad. With the mid-season offer calls to most European countries are cut to only **2p** per minute, while rates to landlines in Asian countries, such as India or Bangladesh, are down to **2.5p** per minute.

Combining the mid-season rate with free credit on top-ups, means that it is possible to call around the world for even longer. New **Lycamobile** customers get an extra £2 credit on registration and all customers get an additional £10 worth of calls on £20 top-up vouchers.

“Our autumn deal aims to offer the best rates to our customers while allowing them to speak for even longer to family and loved around the world without the calls costing the earth,” 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 SIM. 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.

“On top of our seasonal offers we always have cut-price national rates, with calls to UK landlines costing 8p per minute while calls to UK mobiles are 10p per minute. Calls made between **Lycamobile** customers are even less at 0p per minute plus a one-off connection charge,” adds Kangle.

- 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 for latest rates and offers.

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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 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.