



Press Release

28 November 2008

FOR GENERAL DISTRIBUTION

HAVE A MERRY **CHRIST SMS** WITH LYCAMOBILE'S FREE TEXT MESSAGE OFFER

- **First-rate offer of free text messages to mobiles in ALL countries**
- **Why send cards? Deliver your holiday greetings for free and on time via SMS**
- **Pay As You Go SIM is the ideal stocking filler and secret Santa gift**
- **Festive offer period lasts from 1st December to 2nd January**

LYCAMOBILE, the international mobile telecoms provider, helps to unite friends and families across the globe this Christmas and New Year with a special festive offer that gives international mobile phone users the opportunity to send their loved ones **UNLIMITED** text messages to mobiles in **ANY** country in the world.

From this 1st December to 2nd January 2009, all users of **Lycamobile's** Pay As You Go SIM, who top-up with £20 in December, can send free Christ**sms** to mobiles worldwide, may it be to Australia or to Zimbabwe. Complementing **Lycamobile's** existing cut-price international call rates, starting from as little as 3p per minute, the festive offer is much more than just the icing on the Christmas cake.

"As always the focus of our festive promotion is to unite family and friends. In line with the increasing trend of sending text messages, we have developed a unique SMS promotion that allows our customers to interact on a global scale in a more straightforward and uncomplicated manner," says **Lycamobile's** CEO Milind Kangle.

Lycamobile's free text message deal offers users unlimited opportunities that can range from getting your Christmas party started via free SMS invitations to sending seasonal SMS-powered greetings rather than spending extra money on extravagant cards and international postage fees.

As well as sending free text messages to any country, 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. 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 its seasonal rates Lycamobile always offers cut-price national tariffs, 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

“Why not give the gift of free worldwide text messages and bargain rate calls to your family, friends and colleagues? Our compactly-sized Pay As You Go SIM card makes an ideal stocking filler and secret Santa gift,” 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.