



Media Alert

22 January 2009

FEELING THE PINCH? - LYCAMOBILE SLASHES UK NATIONAL CALLS, ON NET CALLS AND SMS RATES TO HELP ITS SUBSCRIBERS BEAT THE JANUARY AND CREDIT CRUNCH BLUES

- **National Landline Calls Only 8p per minute**
- **UK Lycamobile to Lycamobile 0p per minute and now only 10p connection***
- **UK Lycamobile to Lycamobile SMS Free****
- **50% extra free offer on top ups*****

Calling and sending texts within the UK and abroad in 2009 is now even more affordable thanks to **Lycamobile**, the leading international mobile telecoms provider.

At a time when everyone is tightening their belts in the New Year, **Lycamobile** is delighted to announce its national landline rates are only 8p per minute. Not only this but **Lycamobile** has reduced its on-net UK call connection rate from 15p to 10p, allowing customers to make a 30 minute call to another Lycamobile user for only 10 pence, an effective rate of only 0.3 pence per minute. Add to this free SMS between Lycamobile users and compelling International calling you have an unbeatable offer allowing customers to stay in touch with their friends and family in the UK and all over the world.

If you have a New Year's resolution to save money, **Lycamobile** are also celebrating the start of 2009 by offering up to 50% extra free credit when you top up, so customers get even more value!

"This time of year is always particularly difficult for consumers and their finances after the cost of the Christmas period. Calling abroad is often perceived as expensive, however Lycamobile offers the most competitive rates and the best call quality in the market. Using Lycamobile is the best way to stay in touch with your loved ones without worrying about the financial implications of doing so. International and national calls are now even more affordable, with our Lycamobile to Lycamobile special offers so customers are always able to stay in touch at the best value in the market" says **Lycamobile's** CEO Milind Kangle.

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 115,000 UK retail outlets, including newsagents, convenience stores, Spar, Phones 4 U, Sainsburys, Morrisons, The Post Office, Budgens, Payzone, PayPoint and e-pay. Top-up vouchers can also be purchased online at www.lycamobile.co.uk.

- ENDS -

Notes to Editors

Lycamobile Promotional Rates

*On-net Lycamobile to Lycamobile UK calls 0p per minute (for the first 30 minutes, thereafter a rate of 9p applies. A one off connection charge of 10p applies to all calls. This promotion is subject to fair-usage policy of 3,000 minutes per month).

** On-net Lycamobile to Lycamobile SMS are subject to a fair usage policy.

*** Free credit available on top-up - £1 Free on £5 top-up voucher, £2.50 Free on £10, £10 Free on £20, £15 Free on £30, £20 Free on £40 and £25 Free on £50.

Promotions will be introduced on a regular basis – visit www.lycamobile.co.uk for latest rates and offers and terms and conditions.

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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 115,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with 2.5 million customers across Europe. Present in seven markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2008/2009.