

## **Payzone offers retailers the new Lycamobile service**

Payzone, the leading European consumer payments and cash distribution network, is pleased to announce that its retailers can now offer top-ups for Lycamobile, the fastest growing Pay As You Go SIM card in Europe, on their terminals.

Lycamobile enables customers to make high quality, low cost international calls directly from their mobile without entering access codes or PIN numbers. Retailers will be able to offer the top-up in denominations ranging from £5 to £50. The service is available immediately and is supported by a £10 million advertising and campaign featuring 'Globeman', a culturally aware icon representing Call the world for less.

Lycamobile is on track to acquire one million subscribers within 12 months in the UK and is the third MVNO added by Payzone in recent weeks, offering retailers more opportunity to capitalise on the fast growing international calling market.

**Paul Charmatz, Managing Director of Payzone said** "The international calling market continues to grow and our unique demographic makes us the fastest growing provider in this ethnic-centred space. Payzone is working to collate the most popular MVNOs for its retailers so they can participate in a very profitable market."

**Milind Kangle, CEO, Lycamobile said** "We are delighted to work with Payzone and with their network of more than 30,000 retailers, Lycamobile customers will have even greater access to convenient places where they can top-up their credit."

Lycamobile 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.

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 £6 free on £20.

**Enquiries:**

<b>Payzone</b> Paul Charmatz	07920 532 210
<b>Temple Bar Advisory</b> Tom Allison Nicola Flynn	020 7002 1080
<b>Lycamobile</b> Katharina Winkler Clare Gibbins	0207 309 1000

**Notes to Editor:**

Payzone is the new company formed from the merger of alphyra Holdings Limited with Cardpoint plc. Payzone is one of the leading consumer payments and cash distribution networks in Europe. Listed on the AIM market of London Stock Exchange and headquartered in Dublin, it has operations in 21 countries across Europe, processing over 630 million transactions per year on behalf of its clients. These transactions have a yearly value of over €13 billion Euro and are handled electronically through the Payzone network of over 240,000 points of service (terminals, vending units and EPOS tills) at more than 170,000 retail locations across Europe. Payzone also operates approximately 6,000 ATM cash dispensers in the UK and Germany.

The Company offers a wide range of services including pre-paid mobile phone top-ups, energy pre-payments, bill payments, pre-paid Visa vouchers, local and housing authority payments, pre-paid Visa and MasterCard payment cards, payment vouchers for on-line shopping, gift card and loyalty programmes, transport ticketing, lottery games, parking and electronic road tolling, debit and credit card acceptance, contactless payment solutions and world-wide money transfer services. For further information visit [www.payzoneplc.com](http://www.payzoneplc.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.