

**Lycamobile launches MVNO in Italy**  
**TeleGeography**  
**25 June 2009**  
**Tania Harvey**

The screenshot shows a web page from TeleGeography, a research division of PriMetrica, Inc. The page features a blue header with the site logo and navigation tabs for Home, Products & Services, Consulting, News, Company, Account, and Purchase. A search bar is located in the top right. Below the header, there are links for Today's Headlines, Article, Search, RSS, About, Advertise, Sign Up, and TeleGeography News Room. The main content area is titled 'TeleGeography's CommsUpdate' and is part of the 'GlobalComms Database'. The article is dated Thursday, 25 June 2009 and is about Italy. The headline is 'Lycamobile launches MVNO in Italy'. The text of the article states that Lycamobile has launched as a mobile virtual network operator (MVNO) in Italy, offering services across 3 Italia's network infrastructure. It is the eighth country in which Lycamobile has launched its pre-paid SIM business, following similar launches in the Netherlands, Belgium, Norway, Sweden, Denmark, Switzerland and the UK. Subaskaran Allirajah, chairman of Lycamobile said, 'Following the success of Lycamobile in seven European countries, we are delighted to welcome our Italian customers to the Lycamobile family of over four million subscribers. Our customer promise is to deliver high quality international products and services. This milestone marks yet one more step towards expanding the Lycamobile footprint globally.'

On the right side of the page, there is a 'Become a Client' section with a registration form. The form includes fields for Username and Password, and a 'Go' button. Below the form, there is a list of services provided by registration, including a daily telecom email newsletter, bi-monthly market analysis, executive summaries of reports, access to free resources, and product demonstrations and trials.

International mobile operator Lycamobile has launched as a mobile virtual network operator (MVNO) in Italy, offering services across 3 Italia's network infrastructure. Italy is the eighth country in which Lycamobile has launched its pre-paid SIM business, following similar launches in the Netherlands, Belgium, Norway, Sweden, Denmark, Switzerland and the UK.

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