



Press Release

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For General Distribution

LYCAMOBILE EXTENDS ITS RETAIL TOP-UP REACH WITH CURRYS, CURRYS DIGITAL AND PC WORLD

In its most recent channel deal, **Lycamobile** is delighted to announce that it has teamed up with the UK's leading electrical retailer DSG international plc to offer electronic top-ups throughout its nationwide Currys, Currys Digital, and PC World retail stores.

“Currys and PC World are fantastic customer-focussed brands and we are delighted that Lycamobile customers can now top-up across their retail estate. We are continually extending our retail distribution and ensuring that our valued customers benefit from the convenience of being able to top-up their **Lycamobile PLUS SIM** in the majority of UK retailers,” commented **Milind Kangle, CEO, Lycamobile**

Lycamobile international calls cost from as little as 2p per minute, with national calls from 5p per minute. 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 PLUS customers can currently enjoy market-leading promotions such as an extra £10 Free credit and up to 500 Free International Minutes with each £20 top-up that they make.

Using the **Lycamobile** SIM, customers can make high quality, low cost international calls directly from their mobile without entering access codes or PIN numbers, which makes calling abroad easier and more efficient.

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Editor's Notes:

About Lycamobile

Lycamobile (www.lycamobile.co.uk) is a prepaid SIM card product that provides low-cost, high-quality international calls to over 1.5 million UK customers 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 over 5.5 million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout 2010.