



Press Release

25th November 2010

LYCAMOBILE SLASHES THE COST OF INTERNATIONAL CALLING IN AUSTRALIA WITH THE LOWEST EVER RATES OF ½ ¢ PER MINUTE

- **Lycamobile celebrates Australian launch by slashing the cost of international calling with ½ ¢ per minute promotion**
- **Lycamobile to Lycamobile in Australia 0 ¢ per minute**
- **Lycamobile World offers Free Calls to Lycamobile Subscribers in Belgium, Denmark, Italy, Norway, Sweden, Switzerland, The Netherlands, Spain and UK**

LEADING INTERNATIONAL mobile telecoms provider **Lycamobile** today announced that it has slashed the cost of international calling for Australian consumers with the launch of their ½ ¢ per minute international promotion. The **Lycamobile** prepaid SIM gives Australian consumers the ability to make both international and national calls of the highest quality at the lowest rates ever.

International calling for mobile phone users is now even more affordable with **Lycamobile** as rates are reduced to over 20 global destinations including Brazil, Canada, Cambodia, China, Columbia, Hong Kong, India, Poland, Russia, Romania, South Korea, Turkey, Laos, Malaysia, Morocco, Singapore, South Africa, Thailand, Indonesia, Taiwan, South Africa, Japan, New Zealand, Europe and the USA and UK.

*“Our new SIM gives consumers a great alternative to the often overpriced or low-grade international call services currently on offer in the Australian market. With **Lycamobile** a*

mobile call to China is cheaper than a call to Canberra, and a phone line to India is as crisp and clear as one to Sydney or Melbourne. Our fantastic ½ ¢ international call rates mean our customers can stay in touch for longer with the most important people in their world,” commented **Lycamobile’s** CEO Milind Kangle.

Lycamobile customers can also take advantage of **Lycamobile World** rates and call any other Lycamobile subscriber in Belgium, Denmark, Italy, Norway, Sweden, Switzerland, The Netherlands, Spain and UK free of charge for 30 minutes for just 29 cents flag fall, driving down the costs of international calling even further.

Lycamobile, has established itself as the global market leading international prepaid Mobile Virtual Network Operator (MVNO) with its latest launch in the Australian market, The International MVNO giant has already acquired over 6 million customers in the European markets that it operates in.

Lycamobile has in place the most advanced and reliable telecoms technology, network partners and customer service team to ensure that it offers the highest standard of service in the market.

Lycamobile has already rolled out the easy-to-use SIM card in The Netherlands, Belgium, Norway, Sweden, Italy, Denmark, Switzerland, Spain and the UK. The fast-growing telecoms company aims to introduce the international mobile calling service to other global countries over the coming year.

- ENDS -

Notes to Editors

Lycamobile Promotional Rates

½ ¢ Promotion

Promotional period starts on the 15/11/2010 and ends on 31/01/2011. Promotional rates will only apply immediately following your first top-up during the promotional period, customers that do not make a top-up will be charged with standard rates. A flag fall charge of 19 cent per call applies

Call any Lycamobile in any Lycamobile Country

Participating countries include Belgium, Denmark, Italy, Norway, Sweden, Switzerland, The Netherlands, Spain and the UK. A flag fall charge of 29 cents applies to all calls. Customers can call for up to 30 minutes at 0 cents per minute, thereafter all Lycamobile to Lycamobile calls will be charged at the standard rate. Promotion is valid from 15/11/2010 until 31/01/2011.

Lycamobile to Lycamobile Calls 0 ¢ Per Minute

A flag fall charge of 19 cent applies for up to a maximum of 30 minutes talk time. For calls above 30 minutes a rate of 15 cent per minute applies. A fair use policy of up to 3000 minutes per month applies, above this limit, the default rate will apply. This offer valid from 15/11/2010 to 31/01/2011. This offer is only valid after one (1) successful top-up per month.

Promotions will be introduced on a regular basis – visit www.lycamobile.com.au for latest rates and offers.

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About Lycamobile

Lycamobile (www.lycamobile.com) is a prepaid SIM card product that provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a European network of more than 300,000 retail outlets. The brand is already the largest pre-pay international MVNO with 6 million customers across Europe. Present in ten markets, Lycamobile continues to grow rapidly with further market launches planned throughout 2011. A new customer joins the Lycamobile family every 5 seconds.