



Press Release

21ST July 2010

For General Distribution

LYCAMOBILE CELEBRATES COLOMBIAN INDEPENDENCE DAY WITH SPONSORSHIP OF COLOMBIANAMENTE 2010

Lycamobile, the International mobile provider, is delighted to announce that they are sponsoring Colombianamente 2010, the largest Colombian Festival of Arts held annually in London. Colombianamente is famous for showcasing the best of Colombian arts and culture in London - bringing together the different Colombian communities living in the city and throughout the UK.

This festival, which has become Colombia's Independence Day Celebration, takes place on the 25th July in the Bernie Spain Gardens, London and includes musicians, dancers and family creative workshops plus craft, food and drink stalls throughout the day.

“Colombia has a rich and diverse cultural heritage and we are pleased that **Lycamobile** can help support Colombianamente bring this fabulous event to the Colombian population of the UK. **Lycamobile** has a valued Colombian customer base in many of our markets and we wish them all a Happy Independence Day,” commented **Rob Beswick, Marketing Director, Lycamobile**

Organised by Digame Arts with The Colombian Embassy & Consulate in the UK, the festival brings a unique and amazing display of the sights and sounds of Colombia to South Bank. Colombianamente will allow Londoners to explore the richness and variety of Colombian culture.

Lycamobile now provides its international mobile services to a global customer base of over 6 million subscribers, providing its rich and diverse customer base with affordable International and national mobile calls and texts. A new customer joins the Lycamobile family every 5 seconds.

Lycamobile international calls cost from as little as 4p 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 customers can currently enjoy market-leading promotions such as an extra £10 free credit and 2000 Free **Lycamobile** to **Lycamobile** Minutes and Texts with a £30 top-up. Calls to UK Landlines are also now only 1p per minute for all Lycamobile customers until the 31st of July 2010.

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.

Media contacts:

Rob Beswick
Marketing Director
Lycamobile
Tel: +44 (0) 207 5366476

Email: rbeswick@lycamobile.com

Editor's Notes:

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 was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with 6 million customers across Europe. Present in eight markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010.