



Press Release

October 2010

For General Distribution

LYCAMOBILE CUTS THE COST OF INTERNATIONAL CALLING AGAIN WITH LAUNCH OF 1p RATE TO INDIA MOBILES AND LANDLINES

*Lowest ever rate for India landlines and mobiles launched
Lycamobile cuts the cost of off peak calls to Pakistan mobiles and landlines to only 4p per minute
Off peak rates to Bangladesh mobiles and landlines also cut to 2p per minute*

Lycamobile, the International mobile provider, has dramatically lowered the cost of International calling for its customers with huge reductions in the call rates for India, Pakistan and Bangladesh landlines and mobiles.

For the month of October, **Lycamobile** customers are able to make calls to India mobiles and landlines for only 1p per minute anytime, everyday, making calls to friends and family in India even more affordable.

A new evening offer allows Lycamobile customers to call Pakistan for 4p per minute and Bangladesh for 2p per minute between 6pm and 6am every day of the week until the 31st of October 2010.

“Our mission is to constantly drive down the costs of International mobile calls for our customers whilst offering the best quality on our network. We will continue to ensure that our customers get the best value service when they choose **Lycamobile**,” commented **Milind Kangle, Chief Executive Officer, Lycamobile**

Lycamobile customers can also 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 October 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.

- ENDS -

Notes to Editors
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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 was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with over 6 million customers across Europe. Present in nine markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010. Every 5 seconds a new customer joins the Lycamobile family.