



Press Release

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For General Distribution

LYCAMOBILE APPOINTS EX TESCO MOBILE CHIEF MARKETING OFFICER

- ***Chris Liveing former Tesco Mobile Chief Marketing Officer joins the Lycamobile team***

Lycamobile, the International mobile provider, is delighted to announce the appointment of Chris Liveing to the role of Group Customer Marketing Director for the brand.

Chris joins **Lycamobile** from Genie Global UK where he was Chief Executive Officer. Prior to this Chris was at Tesco Mobile from 2003 to 2008 where he led the launch of Tesco Mobile as Chief Marketing Officer and then grew the business to 1.7m customers. Chris also held senior positions with O2 from 1992 to 2003.

“I am delighted to welcome Chris to the **Lycamobile** team, at a time of rapid and exciting growth for the business. We will continue to make the right investment in people to ensure that we benefit from industry best practices and achieve our mission of being the benchmark international MVNO”, commented **Lycamobile**, CEO, Milind Kangle.

Chris joins at an important time in the international growth of the **Lycamobile** business and is tasked with driving an exciting range of strategic customer marketing initiatives with his broad customer experience and customer management expertise

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 6 million customers across Europe. Present in eight markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010.