



Press Release

November 2009

For General Distribution

Lycamobile extends its Retail SIM and Top-up Reach with Morrisons Deal.

- Lycamobile top-up available in all Morrisons Stores Nationwide.***
- Lycamobile SIM retailed in Morrisons Forecourt Estate***

International Telecoms provider **Lycamobile** is delighted to announce that it has partnered with retailer Morrisons to offer electronic top-up across its entire superstore estate, and offer its market leading international SIM throughout its nationwide petrol forecourt retail estate.

The **Lycamobile** top-ups which are available in over 403 Morrisons stores nationwide, will be available at all the till points throughout all of the stores. Lycamobile SIM card product is available across the forecourt retail network and a planned roll out in the superstore environment is imminent.

“We are pleased to announce that **Lycamobile** top-ups and SIM’s are now available at Morrisons. With a retail footprint of over 400 stores nationwide Morrisons are an important partner, widening the channel distribution for **Lycamobile** top-up an SIM’s is a

critical part of our ongoing strategy to ensure that we provide great convenience for our valued customers,” commented Rob Beswick, Marketing Director, **Lycamobile**

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.

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 1.2 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 5 million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009.