



Press Release

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For General Distribution

# LYCAMOBILE TOP-UP NOW AVAILABLE AT BARCLAYS

**Lycamobile** is pleased to announce that it has joined forces with Barclays Bank to offer its valued customers **Lycamobile** electronic top-ups at every Barclays cash machine throughout the UK. This is the first time an international mobile provider has been able to offer its customers a top-up facility on the UK LINK cash machine network.

This deal inked with leading specialist payment provider VocaLink will ensure that Lycamobile top-ups are rolled out throughout other banks and building societies with the aim to reach a nationwide network of over 50,000 cash machines.

“This launch with Barclays is another example of how we are ensuring that the growing **Lycamobile** family can benefit from easy access to even more top-up purchase points across the UK. We are delighted to be the first international MVNO to offer top-ups on cash machines in the UK and this is another example of how we are leading the International market. We look forward to continuing to work with VocaLink to extend the

ATM reach across the UK wide network with other banks, ” commented **Milind Kangle, CEO, Lycamobile**

**Lycamobile** international calls cost from as little as 2p 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 PLUS** customers can currently enjoy market-leading promotions such as an extra £10 free top-up credit and up to 500 Free International Minutes with each £20 top-up that they make.

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](http://www.lycamobile.co.uk)) is a prepaid SIM card product that provides low-cost, high-quality international calls to over 1.5 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 over 5.5 million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout 2010.

## About VocaLink Mobile Phone Top-Up service

The Mobile Phone Top-Up (MPTU) service at ATMs provides a quick and easy way for mobile phone users on prepay packages to top-up while on the go. This service is provided by VocaLink, the UK's payments specialists.

Prepay consumers can top-up at over 50,000 ATMs across the UK. The service is free to use and the credit is applied immediately. As well as topping-up your own prepay phone, users can gift credit to friends and family providing they know the mobile operator and mobile number of the phone they wish to top-up.