



Press Release

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For General Distribution

LYCAMOBILE SPONSORS MISS ARAB LONDON 2011

Lycamobile, the largest global provider of low cost international mobile calls, announced today its sponsorship of Miss Arab London 2011 beauty contest and reality show. From Friday 7th October Al Alamia TV will exclusively broadcast the journey of 22 beautiful Arab girls as they compete to be crowned Miss Arab London 2011. During October the TV show will give the audience the opportunity to get to know the contestants as each week they are given different activities, culminating in the live final on Saturday 29th October 2011.

“Lycamobile’s new 1/2p per minute call rate promotion to over 40 countries, including many Arab countries, is proving hugely popular and demonstrates its commitment to work harder for customers to allow them to stay in touch with friends and family around the world. Miss Arab London offers the perfect opportunity to strengthen our ties with all Arab communities in the UK. I wish all the contestants the very best of luck.” commented **Subaskaran**

Allirajah, Chairman of Lycamobile.

Chris Liveing

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About Lycamobile

Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 6.5 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). Lycamobile has already distributed through a European network of more than 500,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO. Lycamobile continues to grow rapidly with further market launches planned throughout 2011 and 2012.

Website - www.lycamobile.co.uk