



## Press Release

19th March 2009

FOR IMMEDIATE RELEASE

# SPOIL YOUR MOTHER WITH LYCAMOBILE THIS MOTHER'S DAY

**LYCAMOBILE**, the international mobile telecoms provider, is honouring mothers all around the world by sponsoring the launch of a special Mother's Day song. The song in Hindi/Urdu is sung by Raja Kaasheff, a British born Indo-Pak singer, and features the Bollywood legends' Dilip Kumar, Dev Anand, Pran, and Dharmendra. This emotional and nostalgic song about the importance of mothers will strike a chord with families around the world.

Lycamobile offers low call rates around the globe including just 5p per minute to landlines and 7p a minute to mobiles in India, and calls to landlines and mobiles in Pakistan at just 9p per minute, which means Lycamobile customers can stay in touch for longer with their mothers and other important people in their world.

"Mothers are hugely important and we should celebrate the role they play in our lives providing us with love and support, not just on one particular day in a year, but every day! I am really pleased that Lycamobile is supporting this song as the competitive call rates it offers enables people to connect with their loved ones wherever they are in the world," says Raja Kaasheff.

"Mother's Day is a special celebration; we know how much family means to our customers. For those who can't be with their loved ones this year we offer everyone the opportunity to call back home to celebrate this event," says **Lycamobile's** CEO Milind Kangle. "With our fantastic low rates it's as cheap as a national call in the UK, which actually makes calling home for our customers so much easier on the wallet!"

Sending a text message from a UK **Lycamobile** to another UK **Lycamobile** is FREE, and calls up to a duration of 30 minutes are only charged a ten pence setup charge. New **Lycamobile** customers also get an extra £2 credit on registration. Calls can be made by simply replacing an existing SIM card, in any unlocked UK mobile handset, with the **Lycamobile** Pay As You Go card. Top-ups and SIM cards are available from more than 115,000 UK retail outlets, including newsagents, convenience stores, PayPoint, Payzone and e-pay. Top-up vouchers can also be purchased online at [www.lycamobile.co.uk](http://www.lycamobile.co.uk).

- ENDS -

## Notes to Editors

Raja Kaasheff's album launch and sample of the Mother's Day song:

[http://www.bbc.co.uk/asiannetwork/the\\_wrap/galleries/4312/1/#gallery4312](http://www.bbc.co.uk/asiannetwork/the_wrap/galleries/4312/1/#gallery4312)

<http://www.youtube.com/watch?v=UORryiAFVmw>

## Lycamobile Promotional Rates

On-net (i.e. Lycamobile to Lycamobile) within UK calls 0p per minute (one off connection charge of 10p, 30 minute talk time per call, thereafter a rate of 9p applies). Subject to fair-usage policy of 3,000 minutes per month.

On-net (i.e. Lycamobile to Lycamobile) SMS are totally free and subject only to a fair usage policy.

Free £5 credit is given to every customer "porting" their number to **Lycamobile**.

Promotions will be introduced on a regular basis – visit [www.lycamobile.co.uk](http://www.lycamobile.co.uk) for latest rates and offers.

## Media contacts

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## About Lycamobile

Lycamobile ([www.lycamobile.co.uk](http://www.lycamobile.co.uk)) is a prepaid SIM card product which provides low-cost, high-quality international calls 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 3 million customers across Europe. Present in seven markets, Lycamobile continues to grow rapidly with further market launches planned throughout 2009.