



Press Release

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For General Distribution

LYCAMOBILE SPONSORS INDIA'S LEADING RACING DRIVER FOR FORMULA 2

Lycamobile, the largest global MVNO, is pleased to announce a 3 year sponsorship with Parthiva Sureshwaren, the leading Indian racing driver.

Parthiva will be racing in the 2011 Formula 2 season with Lycamobile branding on his car and overalls. His next race under the Lycamobile sponsorship will be this weekend at Germany's famous Nurburgring track.

"At Lycamobile we are always seeking new ways to deepen relationships with our customers – the partnership with Parthiva is a great example of shared passion with our customers for motor racing," commented Subaskaran Allirajah, Chairman of **Lycamobile**.

"Parthiva and Lycamobile share the same vision and ambition to be the best in very competitive environments – I am very pleased to support Parthiva with this long term

sponsorship to help him achieve his goals,” commented Milind Kangle, CEO of

Lycamobile

Parthiva added “Lycamobile is a rapidly growing global brand and I am proud to be their ambassador in the motor racing world”

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Editor’s Notes:

About Lycamobile

Lycamobile (www.lycamobile.co.uk) is a prepaid mobile SIM card that provides low-cost, high-quality international and national calls to over 6 million customers across 11 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia and France). 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. Lycamobile continues to grow rapidly with further market launches planned throughout 2011.