



Press Release

February 23rd 2011

For General Distribution

LYCAMOBILE CHAIRMAN COLLECTS INTERNATIONAL ENTREPRENEUR OF THE YEAR AWARD

Subaskaran Allirajah, Chairman of international mobile telecoms providers **Lycatel** and **Lycamobile**, has been awarded the International entrepreneur of the year award at these years prestigious Asian Voice and Public Life Awards.

This is the fifth annual Public Life Awards ceremony and was held in the auspicious Members Dining Room of the House of Commons on the 17th February. The award was presented by Rt. Hon Valerie Vaz MP and the winners were joined at the ceremony by a select group of 250 high profile politicians including the Rt. Hon Ed Miliband MP, Ed Davey MP and Rt. Hon John Bercow MP Speaker of the House of Commons and notable business and community leaders.

The Asian Voice and Public Life Awards represents the effort to honour a number of outstanding individuals from different communities, walks of life and diverse political persuasions who serve society in their own special way and who contribute significantly, in whatever they do, towards making a better world today and for the future. The awards are given to individuals who have made a special impact in the preceding twelve months.

"I am delighted to receive such a prestigious award. I am proud to serve the community and delighted that the hard work and effort that the **Lycamobile** and **Lycatel** team have made in growing the business has been recognised. I would like to take this opportunity to thank the organisers of the Asian Voice and Public Life Awards, my colleagues and

also my family, without their support I would not have achieved this success,”
commented Subas Allirajah, Chairman, **Lycamobile**

Subas’s knowledge, drive and determination have been instrumental in the success of the **Lycatel** and **Lycamobile** brands, driving Lycatel into the global market leadership position for the calling card industry and **Lycamobile** into the European market leading international prepaid mobile business.

Lycatel now enjoys operations in 18 global markets, has over 9 million customers and originates over 19 billion minutes of telecoms traffic per year. **Lycamobile** launched in 2006 is now present in ten global markets, has over 6.5 million customers and is recognised as the leading international mobile provider for those that need to call family, friends and colleagues in international markets. **Lycamobile** under Subas’ leadership is on target to achieve its mission of acquiring 20 million global subscribers by 2012.

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Editor’s Notes:

About Lycamobile

Lycamobile (www.lycamobile.com) is a prepaid SIM card product that provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a European network of more than 300,000 retail outlets. The brand is already the largest pre-pay international MVNO with 6.5 million customers across Europe and Australia. Present in ten markets, Lycamobile continues to grow rapidly with further market launches planned throughout 2011. A new customer joins the Lycamobile family every 5 seconds.