



Wish them a Happy Chinese New Year from just 4p a minute with lebara mobile

Worldwide texts at just 10p per message

London, UK – 6th February 2008 – As Chinese, Thai or Korean communities across the UK prepare to celebrate the Year of the Rat and thoughts turn to loved ones back home, **Lebara Mobile** offers the convenience of calling or texting friends and family with its amazing low cost international rates direct from your mobile phone.

Lebara Mobile's high quality, low cost rates mean that you can make calls from as little as 4p per minute to countries including mainland China, Taiwan, Hong Kong, the USA and Thailand while, at 10p a text message to anywhere in the world, **Lebara Mobile** messaging remains the fastest way for family and friends to exchange their New Year greetings.

And that's not all. Because **Lebara Mobile's** Pay-As-You-Go SIM card can be used in any standard mobile phone, you can also store every contact you want to phone or text during the Chinese New Year celebrations in your phone's address book.

Lebara Mobile Pay-As-You-Go SIM cards require no pin numbers and no connection fees are charged. You can top-up your SIM card at over 68,000 top-up terminals nationwide – at every Post Office®, Martin McColl, Budgens, Welcome Break and Phones 4u store as well as at many other retail outlets where you see **Lebara Mobile**. Alternatively, SIM cards can be topped-up on **www.lebara-mobile.co.uk** and physical top-up scratch cards are also available in values of £5.00, £10 and £20.00.

For any occasion, whether New Year, birthdays, anniversaries, or family celebrations, **Lebara Mobile** always offers the lowest phone rates to connect with loved ones abroad with the convenience of your mobile.

The service is simple and easy-to-use. Customers can move their current UK mobile phone number to their **Lebara Mobile** SIM / phone and voicemail services are included. A multi-lingual customer services line is available, providing a choice of clear and simple support. All international call charges can be found at **www.lebara-mobile.co.uk**.

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