



## Lebara Mobile signs up Tesco

*New retail partner to sell SIM cards and airtime*

**London, UK** – 30<sup>th</sup> June 2008 – **Lebara Mobile**, a Mobile Virtual Network Operator providing low-cost calls to UK ethnic residents, today announced that it has signed an agreement with Tesco to sell its SIM cards and airtime.

**Lebara Mobile** airtime is now available at all 26,000 till locations within Tesco's 1,900 stores nationwide. SIM cards will initially be available at 90 selected Tesco stores as of July 2008.

"Signing up such a well-known retailer is testament not only to the success we are having in bringing retail partners onboard but also to the popularity of our offering and the value that retailers can get from selling our products and services," said Robert Gaskin, UK Country Manager for **Lebara Mobile**. "Customers are now able to take advantage of our low-cost national and international calls with **Lebara Mobile** throughout the UK with the introduction of Tesco as a partner and its extensive store network"

### About Lebara Mobile

**Lebara Mobile** offers tailored innovative telecommunications solutions so that families, friends and colleagues can keep in touch, both at home and abroad. **Lebara Mobile** was founded in 2001 as part of the Lebara Group and now has some 700,000 customers Europe wide. The group generates annual sales in excess of EUR 162 million and was ranked as the UK's fourth fastest-growing private company in the Sunday Times 'Fast Track 100 listing', in 2006. In 2007, **Lebara Mobile** was identified by Real Business magazine as one of the UK's 'Top 50 to Watch in Mobile' and was voted Best Newcomer at the Mobile Industry Awards in 2008.

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