



Lebara Mobile signs up Woolworths

Airtime and SIM cards to be sold nationwide

London, UK – 17th July 2008 – **Lebara Mobile**, a Mobile Virtual Network Operator providing low-cost calls to UK ethnic residents, today announced that it has signed a partnership with the one of the UK's best established high street brands – Woolworths.

From Monday July 21st 2008, Woolworths has agreed to sell Lebara Mobile airtime throughout its 819 stores nationwide as well as selling Lebara Mobile SIM cards in 525 of its UK stores where mobile services are already sold.

"We are very excited about our new relationship with Woolworths. There's a great fit with Woolworths' focus on offering great value to families and Lebara Mobile's award-winning Pay As You Go SIM," said Robert Gaskin, UK Country Manager for Lebara Mobile. "Through Woolworths, even more UK customers can now benefit from low-cost national and international calls"

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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