



Lebara Mobile launches Rewards scheme

New retail partner to sell SIM cards and airtime

London, UK – 14th February 2008 – **Lebara Mobile**, a Mobile Virtual Network Operator providing low-cost calls to UK ethnic residents, today announced the launch of Lebara Mobile Rewards. Customers who top-up their Lebara Mobile Pay-As-You-Go SIM card with a value of over £20 in one calendar month will be eligible for 10% of the spend back in call credit the following month. Customers can now top-up their SIM cards at over 68,000 terminals nationwide.

To take advantage of Lebara Mobile Rewards, customers just have to register their details online at www.lebara-mobile.co.uk. Lebara Mobile will text customers at the end of each month to let them know exactly how much call credit reward they have earned. The reward scheme will run until 31st July 2008.

“We are delighted to announce Lebara Mobile Rewards today - an initiative which will see our customers getting even better value for money,” said Robert Gaskin, UK Country Manager for Lebara Mobile. “Lebara Rewards are simple - the more our customers top-up to keep in touch with friends, family and loved ones in the UK and abroad, the more they will earn.”

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 600,000 customers Europe wide. The group generates annual sales in excess of EUR 162 million and in the ‘Fast Track 100 listing’, produced by the Sunday Times in 2006, Lebara was ranked as the UK’s fourth fastest-growing private company.

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