



## Lebara Mobile gives 50% free to boost first year success

*National promotion gives up to 50% free instant top-up credit*

**London, UK** – 21 October 2008 – **Lebara Mobile**, the market leader in providing high quality low-cost international mobile services from the UK, today announced the launch of its new ‘50% Free’ campaign, which will run until the end of 2008.

Starting today, all customers who buy a top-up for their Lebara Mobile Pay-as-you-go SIM card will be eligible to receive free credit instantly, as per the table below:

Top-up value	Free instant credit	% Free
£5	£1	20%
£10	£2.50	25%
£15	£5	33%
£20	£10	50%
£25	£12.50	50%
£30	£15	50%
£40	£20	50%
£50	£25	50%

Those customers who top-up a total of £20 or more in any one month, but have been given less than £10 in instant free credit, will be given the difference the following month to ensure they receive a total of 50% free credit. For example, when a customer tops-up with two £10 vouchers in any one month they will be given £5 free credit instantly (£2.50 at each top-up) and then an additional £5 free credit at the start of the next month to take the total free credit they receive up to 50% of their spend.

Robert Gaskin, UK Country Manager for Lebara Mobile, commented: “In the 12 months since launch, we’ve established Lebara as the UK leader in providing high quality, low cost international mobile services. Now, we are now offering our customers even greater value on all their calls. I firmly believe that our exciting new offer, combined with extensive retail availability, will also help us attract new customers to extend our market leading position.”

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