



Lebara Mobile signs up Morrisons

Value-for-money supermarket to sell airtime nationwide

London, UK – 04 August 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 one of the country's largest supermarket chains – Morrisons.

Lebara Mobile airtime will be sold throughout the UK from 635 Morrisons branded stores, including petrol forecourts. The nationwide implementation will take place between Monday August 4th and Thursday September 4th 2008.

“Morrisons’ strategy of always giving its customers the very best value for money wherever they live ties in perfectly with our philosophy of giving customers the best value rates wherever and whenever they call,” commented Robert Gaskin, UK Country Manager for Lebara Mobile. “In a time when household bills are rising, Morrisons’ customers around the UK can take comfort in the fact that with Lebara Mobile, they can still stay in touch with friends and loved ones with 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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