



Lebara Mobile wins UK's most Innovative Service award

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London, UK – 24th March 2009 – **Lebara Mobile**, the market leader in providing high quality low-cost international mobile services in the UK, has won the Innovative Service award at the Mobile News Awards in London on March 18th.

The Innovative Service award is judged on functionality, benefits, uniqueness, design / packaging, value for money and consumer acceptance. The judges commented that the Lebara Mobile SIM was: “The first to market with a true price breakthrough for a simple international calling product that has rapidly attracted a diverse, high value prepaid market.”

On receiving the award, Lebara Mobile's CEO Yoganathan Ratheesan commented: “We are really delighted to have been recognised for our innovation and everyone at Lebara Mobile can be extremely proud of what has been achieved since our UK launch. But our biggest thanks go to our 600,000 customers. The fact that they value our simplicity, convenience and low-cost calling makes Lebara the award winning company it is today.”

For more information on Lebara Mobile, visit: www.lebaramobile.co.uk.

About Lebara Mobile

Lebara Mobile's vision is to be the leader in providing low-cost, high quality international mobile services. Lebara Mobile was founded in 2001 as part of the Lebara Group which now generates annual sales in excess of EUR 180 million and switches call volumes of more than 2 billion minutes annually. Lebara was ranked as the UK's fourth fastest-growing private company in the Sunday Times 'Fast Track 100 listing' in 2006 and was voted Best Newcomer at the Mobile Industry Awards in 2008.

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