

ETHNIC RELEASE

Lebara Mobile launches new mobile internet and content services

FREE internet browsing of English & foreign language content until June 30th

London, UK – 9th April 2010 – Lebara Mobile, this year's winner of the Mobile News Best MVNO Award, has today launched the first ever mobile portal with nationally focused sites offered in multiple languages - a new way of staying connected with friends and family as well as keeping up-to-date with the latest news, sport and entertainment from home.

Available now to all UK customers with mobile internet capable handsets, the portal (<http://uk.lebara.mobi>) provides users with the latest news, sport and entertainment as well as helping customers gain access to the wider mobile internet via Google search and quick links to favourites including Facebook, MySpace and Hotmail. To celebrate the launch, Lebara is offering free mobile internet browsing until 30th June 2010, up to 10MB per day. The normal daily rate is 50p per day, whilst the uk.lebara.mobi portal will continue to be free to use after the promotion.

One of the key benefits is that at launch, there are six sites focusing on the Indian, Pakistani, Arabic, Nigerian, Polish and Filipino communities, available in English and Hindi, Urdu, Arabic, Polish and Filipino. Arabic customers can select whether they want to browse in English or Arabic, get the latest news and information from sites such as alawaba.com and news from Aljazeera, and can download the latest ringtones and games from home.

Yoganathan Ratheesan, CEO of Lebara, said: "This is an exciting and significant development which demonstrates how we add value to the communities and markets we serve. We believe that the combination of low-cost, high-quality international calls with the mobile internet, downloads and free tailored portal makes for an extremely compelling proposition for our customers."

Through the portal, users can browse thousands of downloads sourced from customers' home countries (e.g. games in different languages, ringtones, wallpapers from local artists and major Bollywood titles) – perfect for those wanting to personalise their phones. The price quoted for each download is the price paid (i.e. no hidden data transfer charges).

Ratheesan continued: "To millions of customers around the world, Lebara is seen as leading the way in providing services which bring them closer to their friends, family and community. The launch of our mobile portal and downloads further emphasises our commitment to this goal. We will continue to innovate to provide the best possible experience to our customers throughout the group and within the UK."

For more information about the new Multimedia Services, Lebara Mobile's offering and tariffs, or to see if your phone is compatible, please visit: www.lebara-mobile.co.uk. To get started, simply send a free SMS with the word SETTINGS to 44080, follow the set-up instructions and start browsing.

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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. Lebara was ranked as the UK's fourth fastest-growing private company in the Sunday Times 'Fast Track 100 listing' in 2006, was voted Best Newcomer at the Mobile Industry Awards in 2008, was recognised as delivering the Most Innovative Service at the 2009 Mobile News Awards and won Best MVNO at the 2010 Mobile News Awards.

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