

## Press Release

XX May 2009

FOR GENERAL DISTRIBUTION

### **‘SINGING IS BELIEVING’ WITH LYCAMOBILE AND “C-STAR” AS THEY SEARCH FOR THE NEXT CHINESE SINGING SENSATION**

- **20% of the world’s population are Chinese, but do you know the name of a famous Asian singer? If not, “C-Star” might just change your perception!**
- **Catch the coverage of the best and worst auditions 24 hours a day online at [www.c-star.co.uk](http://www.c-star.co.uk)**
- ***The Far East’s Simon Cowell: Music Icon John Yuan joins the judging panel***
- **Grand final of C-Star taking place on 22<sup>nd</sup> May 2009 at Bush House**
- **Mobile and Landline rates of 4 p per minute to China with Lycamobile**
- **Free Lycamobile to Lycamobile Calls and Texts**
- **SMS voting from Lycamobile as low as 25p per text for 2 votes**

**LYCAMOBILE**, the international mobile telecoms provider and “C-Star” has launched the 2009 search for a Chinese singing star throughout the UK. From Birmingham, Manchester and London, over 600 contestants have entered the online talent competition in the hope of landing a prestigious prize of working with the music industry professionals and recording an EP and single, which will be released in the UK, Europe and China. The winner will also be starring in their own music video and performing on the popular Chinese television show *One Million Star!*

**Lycamobile** is principle telecoms sponsor for this event, which means there will be plenty of appearances from brand icon Globeman in and around the UK, to help bring “C-Star” closer to your online living rooms. The initial rounds are currently being broadcast on [www.c-star.co.uk](http://www.c-star.co.uk) where the highs and lows of the UK’s Chinese talent are captured in full glory.

The Friday night grand final on the 22<sup>nd</sup> May will definitely be a clash of the Chinese talent hopefuls as they battle it out to become the ultimate winner. Follow the action online as it culminates into an exciting live final at Bush House in London.

“C-Star” is an exciting venture for **Lycamobile** to be a part of. There is lots of talent within the Chinese community around the UK and now there is finally a platform for which it can be shared, not just nationally but internationally too. Lycamobile has a loyal Chinese user base benefiting from our low rate of 4p per minute to China landlines and mobiles and we are proud to be sponsoring and supporting such a great event for the Chinese community. Lycamobile users can also take advantage of our great free Lycamobile to Lycamobile calls and texts promotion, so they can share views on their favourite C-Star contestants on their mobiles for free! ” Commented Rob Beswick, Marketing Director, Lycamobile.

New **Lycamobile** customers get an extra £2 credit on registration. In addition, customers who decide to port their number to Lycamobile will receive £5 free credit. Calls can be made by simply replacing an existing SIM card, in any unlocked UK mobile handset, with the **Lycamobile** Pay As You Go SIM card.

Top-ups and SIM cards are available from more than 115,000 UK retail outlets, including newsagents, convenience stores, PayPoint, Payzone, e-pay and of course online from [www.lycamobile.co.uk](http://www.lycamobile.co.uk). Top-up vouchers can also be purchased online at [www.lycamobile.co.uk](http://www.lycamobile.co.uk).

**- ENDS –**

#### **Social Media**

Globeman is now on Facebook ('Globeman Lycamobile') and on Twitter ('Lyca\_Globeman')

#### **Lycamobile Promotional Rates**

Lycamobile to Lycamobile calls are free for the first fifteen minutes. Calls over fifteen minutes will be charged at ten pence per minute.

A fair usage policy of three thousand minutes per month applies, calls made over this allowance will be charged at ten pence per minute. This promotion is only valid after first top up.

A fair usage policy of five hundred texts per month applies to Lycamobile to Lycamobile texts, texts over this allowance will be charged at seven pence per text. This promotion is only valid after first top-up.

Promotion starts on the 01.05.2009 and finishes on the 30.06.2009

Promotions will be introduced on a regular basis – visit [www.lycamobile.co.uk](http://www.lycamobile.co.uk) for latest rates and offers.

#### **About Lycamobile**

Lycamobile ([www.lycamobile.co.uk](http://www.lycamobile.co.uk)) is a prepaid SIM card product which provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a UK network of more than 115,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with over 3 million customers across UK & Europe. Present in seven markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009. Lycamobile is part of Lycatel, the global market leader in international calling cards.

#### **Media contacts**

Katharina Winkler

Ogilvy Public Relations Worldwide  
Tel: 0207 309 1027  
Email: [katharina.winkler@uk.ogilvypr.com](mailto:katharina.winkler@uk.ogilvypr.com)

Rebecca Perfect  
Ogilvy Public Relations Worldwide  
Tel: 0207 309 1009  
Email: [Rebecca.Perfect@uk.ogilvypr.com](mailto:Rebecca.Perfect@uk.ogilvypr.com)