



LEBARA BRINGS MUSIC TO THE EARS OF CUSTOMERS THROUGH EXTENDED PORTAL

Exclusive Ringtone Composed by Oscar-winning Composer AR Rahman Kicks Off Three Year Collaboration

[London, 26th July] **Lebara**, the global leader in providing high quality, low-cost international mobile services, today announced the introduction of Lebara Music, a mobile portal offering musical content for Lebara's diverse customer base in the UK. In addition, Lebara announced a three-year collaboration with Oscar-winning composer, AR Rahman, kicked off by the release of an exclusive Lebara ringtone, the '**Lebara Tune**' composed by the legend himself.

Lebara Music adds a new layer of personalisation to the company's recently launched mobile portal, which currently provides regional news for the Nigerian, Indian, Pakistani, Arabic, Filipino and Polish communities. By partnering with leading mobile music and technology provider, IMLmobile, Lebara now offers an impressive portfolio of music to UK audiences that includes more than 40,000 ringtones and over two million full tracks from Universal Music UK, EMI, Warner, Sony Music, Ministry of Sound and [PIAS].

The exclusive AR Rahman composition is the latest addition to a rich selection of well-known regional artists that includes Piolo Pascual (Phillipines), 2Face Ibadia (Nigeria), Atif Aslam (Pakistan), Iwona Węgrowska (Poland), as well as songs from major Bollywood movies including Raavan, 3 Idiots, Khatta Meetha and Kites to name but a few. In addition, the partnership with AR Rahman will allow customers access to over 150 songs and tones of the artist's greatest hits including *Tera Bina*, *Dil Ne Jise Apna Kahaa* and the global smash hit *Jai Ho* from the Oscar-laden movie *Slumdog Millionaire*.

Lebara Chief Executive Officer, Ratheesan Yoganathan said: "Lebara's goal is to help communities stay connected wherever they are in the world. Music cuts through the boundaries of age, geography and culture so it's logical for us to bring this to our users. As one of the few musicians to have crossed cultural boundaries we are honoured to partner with musical legend, AR Rahman."

The '**Lebara Tune**' will be available to Lebara customers as a free ringtone for a limited period, downloadable via <http://uk.lebara.mobi> (the mobile portal). It is also available via iTunes for a small fee. All proceeds from this will go to The AR Rahman Foundation, which provides world class, state-of-the-art infrastructure and education to underprivileged children in India.

Talking about the Lebara Tune, AR Rahman said: "I'm proud to be working with Lebara and hope customers enjoy it. I look forward to creating more music for the company over the next three years."

This year Lebara has solidified its presence in the music space with its exclusive sponsorship of the UK Asian Music Awards and the prestigious MOBO Awards, as well as sponsorship of Rahman's UK Tour.

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FOR MEDIA USE ONLY:

Download Images from the Lebara Music launch here:

<https://www.yousendit.com/transfer.php?action=download&ufid=K0JSM25BdWNCsm8wTVE9PQ>

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Notes to editors:

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 in 2010 won the award for best MVNO at the Mobile News Awards.

About AR Rahman

- AR Rahman has been recognised in India and by the Asian community both in the UK and worldwide as a visionary composer and musician for the past decade. Rahman shot to global fame in 2009, following the incredible success of Danny Boyle's Oscar winning film Slumdog Millionaire and his track Jai Ho featuring the Pussycat Dolls.

About IMImobile

- IMImobile is a pioneer in the mobile data space offering a rich portfolio of managed services for mobile operators, media companies and enterprises. With over 500 employees and headquartered in Hyderabad, India, IMImobile has a global presence across Asia, Europe, Latin America, Middle East and Africa. The company hosts its technology platforms and services in data centers worldwide and currently enables over 77 mobile operators in 66 countries generating 40 million billing transactions every month and reaching over 780 million subscribers worldwide.