



Rebtel Partners with easyGroup to Offer Mobile VoIP Services to UK Consumers

Rebtel powers new easyMobile service for making super low-cost international calls on a mobile phone from England.

London (PRWeb via [PRWeb](#)) June 12, 2008 -- [Rebtel](#), the people's global communications company, today announced a brand licensing agreement with [easyGroup](#) that will allow RebteI to increase its presence in the UK and reach new markets for its mobile VoIP services.

easyGroup is the business of [easyJet](#) founder and serial entrepreneur Sir Stelios Haji-Ioannou.

Under the agreement, RebteI-powered services for making low cost international phone calls from any mobile phone, over any UK network, will be sold and marketed on easyGroup's <http://www.easyMobile.com> web site.

Rebtel's mobile VoIP services offered by easyMobile are compatible with any mobile phone without modification, quick to set-up, and work with consumers' existing contracts with their UK operators.

Terms of the brand license agreement between easyGroup and RebteI were not disclosed.

"Making international calls using traditional mobile phone operators is no longer the most cost effective and efficient way of staying in touch," said Anthony Robb-John, managing director of easyGroup IP. "Mobile VoIP works and is easy to use. There is a big market for this kind of service to and from the UK."

There are at least 5.5 million British-born people living abroad, and more than 1 million non-British EU citizens living in the UK. In London alone, one in three people were born abroad, and at least another 10,000 foreign-born citizens are settling in London each month.

"Sir Stelios and easyGroup are our kind of partners," said Hjalmar Winbladh, co-founder and CEO of Stockholm, Sweden-based RebteI. "They want to make a difference in people's lives. They offer services for the many, not the few. They take on the big boys in the market and treasure relentless innovation. And most importantly they're open and honest. Those are all values that RebteI was built on."

About easyGroup

easyGroup is the private investment vehicle of Chairman and CEO Sir Stelios Haji-Ioannou. easyGroup is the owner of the easy brand and licenses it to all of the easy branded businesses, including easyJet plc, the airline founded by Sir Stelios in 1995 and in which he and his family remain the largest single shareholder. The easyGroup also includes brands including easyMobile, easyPizza, easyOffice, easyCinema, easyWatch and easy4men.

About RebteI

Rebtel is a global voice services company for individuals and businesses that regularly make international calls. RebteI makes it possible to call any phone, anywhere in the world, for just pennies per minute. Its services can be



used with any mobile phone without modification or software downloads. There is no charge to set up a Rebtel account. No monthly fees, no connection fees and no hidden costs. Anyone may make a free 10 minute call to test the service. Thereafter, customers only pay for the minutes they use.

[Smart Calls](#) between the 40 counties served by Rebtel are always free and only one of the two people on a call have to be a Rebtel customer. For more information, or to start using Rebtel services, go to www.rebtel.com.

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