



ekit OFFERS DUAL-NUMBER SIM CARD TO PARTNERS

Dual IMSI SIM Card Lets Travelers Receive and Make Calls on a U.K. or U.S. Number

(BOSTON, May 11, 2009) — **Ekit** (www.ekit.com), the leading telecommunications provider to the travel industry and international travelers, announces today the launch of the ekit Dual IMSI (dual-number) SIM card. The SIM card has both a U.S. and U.K. number, where both numbers are active simultaneously. Travelers can be called at anytime on the U.S. +1 number or the U.K. +44 number and can receive text messages on either number. The Dual IMSI SIM provides two mobile services, with two numbers, with the ease of a single, prepaid account balance.

ekit's 350+ travel partners, and it's retail partner Telestial, will now be able to offer their customers and white label the dual-number SIM card. The SIM card also provides an additional ongoing revenue stream as travel distribution partners earn commissions on all purchases of phone packages or SIM cards and with every call and text made on an ekit product.

The dual-number SIM is prepaid and works in over 130 countries around the world. Compared to costly international roaming rates that range from \$1-5 USD per minute (depending on the traveler's location), the new ekit dual-number SIM provides customers with ultimate convenience and cost savings for communications overseas:

New ekit Dual-Number SIM Features Include:

- Calls made from the dual-number SIM: From \$0.49 USD per minute
- Incoming calls made to the U.K. number: Free in over 50 countries (including the United States and Canada)
- Incoming calls made to the U.S. number: \$0.19 USD per minute
- Text messages made from the dual-number SIM: \$0.69 USD
- Text messages received to U.K. number: Free
- Text messages received to U.S. number: \$0.10 USD

"The Dual IMSI SIM card enables travel distribution partners to provide customers with the lowest calling rates available," said **John Diamond**, ekit CEO. "Travelers will finally be able to carry one phone and receive calls on either number without switching SIM cards and worrying about high roaming fees."

Customers benefit from using the Dual IMSI SIM card because they can give U.S.-based contacts the U.S. phone number and the U.K. number to all contacts outside of the states without having to switch SIM cards or miss any calls. Additionally, for travelers heading to the U.S., instead of paying an average of \$1.50 USD per minute for calls made in the States, ekit offers lower outgoing costs of \$0.49 USD and incoming costs of \$0.19 USD.

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NOTE TO MEDIA: To request an interview or for more information on the dual-IMSI SIM card, please contact Erica Johnson at erica@pjinc.net or call PJ Inc. at 212-629-8445.

About www.ekit.com

The leading communications provider to international travelers and the travel industry, ekit offers mobile phones, satellite phones, SIM cards and global calling cards. To date, more than two million travelers have used an ekit product or service through ekit's retail company, Telestial (www.telestial.com) or through one of ekit's 350+ partners including Orbitz, Travelocity and STA Travel. Ekit operates telecom infrastructure in Europe, America and Asia, and maintains wholesale relationships with more than a dozen global telecom operators worldwide. Customer service and support for all ekit products are available 24/7, 365 days a year in seven different languages. For more information, please visit www.ekit.com.

