



LEBARA MOBILE UK ASIAN MUSIC AWARDS LAUNCHES TALENT SEARCH FOR ACT TO PERFORM AT 10TH ANNIVERSARY EVENT

- **Event takes place at Wembley Arena on Thursday 25th October 2012**
- **Tickets on sale from 1st February 2012**
- **Talent search winner to perform at Awards**
- **Winner's song to be professionally recorded and released through iTunes**

To celebrate the 10th anniversary of the Lebara Mobile UK Asian Music Awards (UK AMA), a talent search is being launched to find an unsigned act to perform live at the event. One lucky winner, chosen by the UK AMA Unsigned judging panel, will win the once in a lifetime prize of performing in front of thousands of Asian music fans at Wembley Arena. The event will now take place on Thursday 25th October 2012 to allow this incredible competition to happen.

Created by CEO Abs Shaid in 2002, the UK AMA celebrate the finest in South Asian culture from around the UK and the world, featuring the best Asian singers, dancers and musicians. The awards are also dedicated to recognising emerging British Asian talent and the UK AMA Unsigned competition once again shows this commitment to supporting the grassroots scene.

The judging panel will be made up of representatives from the UK AMA team. As well as performing at Wembley Arena, the winner will receive a production deal with Karman/Sony ATV giving them the opportunity to record their song in a studio session which will then be released through iTunes. The winner will also receive other prizes including a Nokia mobile phone with Lebara SIM card and a UK AMA VIP table for 10 guests.

Abs Shaid said: "The awards were first set up to recognise the growth and importance of Asian music in the UK. The event has grown each year and now attracts popular UK stars and established Asian artists from around the world. The 2012 awards are going to be the most impressive to date and it only feels right to give some support to the large number of up and coming Asian musicians still trying to get their big break, through the UK AMA Unsigned competition."

Russell Atkinson, Managing Director Lebara Mobile added: "We are thrilled to announce the UK AMA Unsigned competition. We know there are so many talented unsigned Asian music acts out there and I'm sure we're going to be inundated with entries. The UK AMA has always been instrumental in recognising and rewarding talent and this year it will go one step further by providing this fantastic prize for an up and coming musician to perform in front of thousands of people at Wembley. The awards are all about recognising Asian musical talent and we hope to find a real hidden talent in the search."

UK AMA Unsigned competition opens in April and runs until September. To enter the competition, performers must upload a video of themselves onto the UK AMA Facebook page (www.facebook.com/pages/UK-Asian-Music-Awards) and give a reason as to why they should win. Five performers will be picked by the judging panel and invited to the UK AMA launch event in September where the overall winner will be announced.

Nomination categories for the UK AMA opened in December allowing the public to vote for their favourite Asian music acts in 15 categories. The eligibility period for nominations will now be extended to September to accommodate the awards' change of date. The top five nominees in each category will be announced in September 2012.

UK AMA is the only official awards recognising and celebrating Asian music in the UK and plans to become as recognisable as the MOBO Awards. Artists who have previously performed at the event include Panjabi MC, Nitin Sawnhey, Bally Sagoo, Jay Sean and Preeya Kalidas. The event has also attracted some top UK pop names such as Alesha Dixon, Sugababes, Taio Cruz and Chipmunk.

To enter the UK AMA Unsigned, visit the UK AMA website from Monday 2 April 2012 www.theukama.com

Tickets for the show are available now from www.theukama.com or www.ticketmaster.co.uk

The award nomination categories are now open, fans can continue to nominate their favourite artists at www.theukama.com

Ticket prices: £22.50, £30, £45, £55, £100, £250 (all prices are subject to booking fees)

For more information contact:

Sarah Gaffney on 020 7291 3034 sarah@housepr.com

Aviva Waks on 0207 291 3033 aviva@housepr.com

Notes to editors;

About the UK Asian Music Awards

The UK Asian Music Awards (UK AMA) is recognised by the viewing public and the media as the only event that truly acknowledges and celebrates the diverse talent that is Asian music.

Since its humble beginnings in 2002, UK AMA has provided a platform to develop and promote music of Asian origin throughout the country and beyond.

About Lebara Mobile

Lebara is one of Europe's leading telecoms operators, enhancing the lives of migrant communities by providing high quality and low cost international mobile products and services. Lebara provides Pay As you Go and Pay Monthly mobile SIM cards and related services customised to serve the migrant communities in seven European countries as well as Australia. In March 2011, it expanded its services by launching Lebara Money in the UK, a simple and secure MasterCard® prepaid card, offering highly competitive exchange rates and no transfer fees for customers wishing to send money abroad.

In FY2010, Lebara turned in revenues of €565m (- more than a 50% increase on FY09), and profits before tax of €21m (- a 139% rise on FY09). The company currently employs some 1,400 employees across its operations and markets.

In March 2011 the company maintained its position as the UK's leading MVNO, when it received awards for best Mobile Virtual Network Operator and Best Customer Service at this year's Mobile News Awards and more recently, the company picked up two new Customer Service Awards: best UK Customer Experience in Telecom Sector and best UK Customer Experience Team at the UK Customer Experience Awards. Lebara's CEO Yoganathan Ratheesan won the Asian Business Young Entrepreneur of the Year Award in 2010. Lebara has most recently been awarded the 2011 Ruban D'Honneur, which recognises 100 European companies that demonstrate excellence, innovation and best practice in their industry.