



**19 January 2012**

## **LIME LAUNCHES EXCLUSIVE iPhone 4S EXPERIENCE**

An intelligent assistant which sends text messages by voice command, lifelike photographs and video footage that's editable on the phone. These are just some of the features of the iPhone 4S experience which Cable & Wireless Communications' Caribbean business, LIME now offers in all of its markets in the region.

Following its first-to-market introduction of the iPhone 4, last summer, the full-service telco provider is continuing its exclusive Apple deal with the introduction of the most amazing iPhone yet.

Highlighting the benefits of this phone to its customers, LIME CEO, David Shaw says the iPhone 4S will again change the way people communicate.

"This is another first from LIME. Bringing world class technology is our way of building communities and families in the Caribbean. The iPhone 4S is best in class, innovative and the ultimate 'every-thing device' that will change the way we access and share information. It shows what advanced technology looks and feels like and that's what our customers expect of us. We're very proud to partner with Apple to make this happen for the Caribbean," he said.

Packed with incredible new features, including Apple's dual-core A5 chip for blazing fast performance and stunning graphics, the iPhone 4S will available in three models – the 16GB, the 32GB and the 64GB.

Other features of this masterful device include an all new camera with advanced optics and full 1080p HD resolution video recording; iPhone 4S comes with iOS 5, the world's most advanced mobile operating system with over 200 new features; and iCloud, a breakthrough set of free cloud services that work with your iPhone, iPad, iPod touch, Mac or PC to automatically and wirelessly store your content in iCloud and push it to all your devices.

The LIME markets include: Anguilla, Antigua & Barbuda, Barbados, British Virgin Islands, Cayman, Dominica, Grenada, Jamaica, Montserrat, St. Kitts & Nevis, St. Lucia, St. Vincent & The Grenadines and the Turks and Caicos Islands.

For more information on iPhone 4S, customers can visit [www.lime.com/iphone](http://www.lime.com/iphone).

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## About Cable & Wireless Communications

Cable & Wireless Communications is a global full-service communications business. We operate leading communications businesses through four regional units – the Caribbean, Panama, Macau and Monaco & Islands. Our services include mobile, broadband and domestic and international fixed line services in most of our markets as well as pay TV, data centre and hosting, carrier and managed service /social telecom (telecom enabled public services) solutions. Our operations are focused on providing our customers – consumers, businesses, governments – with world-class service. Serving the communities where we operate is at the heart of our approach, and we are committed to behaving in an ethical and socially responsible manner. For more information visit [www.cwc.com](http://www.cwc.com).

## About LIME

LIME has a proud history in the Caribbean region and is always working to improve life in the region.

We deliver the very best telecommunication services to governments, businesses and families in 13 Caribbean countries with one unifying promise - building, connecting and serving communities.

Our four key values are:

- Respect – we treat our customers and each other as we want to be treated;
- Deliver – we keep our word. We do what we say we're going to do;
- Win – Caribbean people are winners. We win by helping our customers and communities to win;
- Innovate – We always find a way to help our customers and communities and love coming up with new ways to do it.

For more information, please visit: <http://www.lime.com>

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