



7<sup>th</sup> December 2009

### **EIGHT OUT OF TEN PEOPLE CHOOSE SURE**

Official figures have revealed that, since Mobile Number Portability was introduced, four out of every five islanders who have ported their mobile phone number have switched to Sure - CWI's business in the Isle of Man and the Channel Islands.

Mobile Number Portability (MNP) came into force on Monday 29 June, enabling customers to change telecoms provider without having to change number.

The island's three operators use one central administrator for all ports and statistics from the administrator show that, since MNP started, more than 1,500 islanders have switched operator – eight out of every ten to Sure.

Mike Stanton, Country Manager of Sure Isle of Man, said: "Since the introduction of MNP, almost ten people every working day have moved provider, and that trend is increasing. Because it is so quick and easy to move, telecom firms constantly have to be as competitive as possible in order to attract and retain their customers.

We introduced several new initiatives to coincide with the launch of MNP, including per-second billing, and clearly customers like them, because 80% of people who switch come to us."

***Ends.***

## About CWI Group

CWI Group (formerly International) is an owner and operator of market-leading telecoms businesses. Headquartered in London, we operate through four regionally-based business units – the Caribbean, Panama, Macau and Monaco & Islands. We are a full-service telecommunications provider offering mobile, broadband, and domestic and international fixed line services, as well as enterprise and managed service telecom solutions.

Our mission is to develop a portfolio of world class telecom businesses. Our businesses will be world class in terms of the products we offer; the service levels we provide; the training, career development and motivation levels of our people; and our financial performance. We aim to attain leadership in all of our product categories and markets.

[www.cwig.com](http://www.cwig.com)

## About Sure

In the Channel Islands and the Isle of Man, CWI is investing over £40m to revolutionise communications and deliver a new generation of services through Sure, an innovative and exciting new brand.

Sure is leading the introduction of choice for customers supported by an ongoing commitment to quality, value and customer care in all areas of service. Its offering includes mobile, broadband and fixed line services for consumers as well as advanced internet, hosting, security and international services for business customers.

For further information about Sure, go to: [www.surecw.com](http://www.surecw.com).

## Contacts

<b>CWI Group</b>			
Lachlan Johnston	Brand & Communications Director	<a href="mailto:lachlan.johnston@cwig.com">lachlan.johnston@cwig.com</a>	+44 (0) 7800 021405
Claire Wallace	Director of Internal & External Communications	<a href="mailto:claire.wallace@cwig.com">claire.wallace@cwig.com</a>	+44 (0) 7887 628275
<b>FINSBURY</b>			
Rollo Head			+44 (0) 20 72513801