



28 July 2011

LIME LAUNCHES MOBILE TV CHANNEL

Cable & Wireless Communications' LIME business in Jamaica, which operates the only mobile TV service in the Caribbean, has launched its own mobile TV channel.

The channel, called 'Peppa', is entertainment focused and available exclusively on LIME mobile TV. It will feature some of Jamaica's most popular entertainers in a range of programmes which will be launched over time. The channel has already broadcast the launch of internationally-renowned musician, Shaggy's new album 'Summer in Kingston'.

Peppa received a 'thumbs up' from social media fans when it previewed some of its upcoming content and stars on UStream, a video sharing network, ahead of its launch. The channel attracted over 10,000 viewers during the three day broadcast period.

Chris Dehring, Chairman of LIME, said:

"Jamaican and Caribbean culture is ideal for the creation of unique and in-demand content - as Caribbean people we have an instinctive feel for it. Peppa will give Jamaicans a channel to watch some great new shows as well as videos from the many musicians who come from this country. This initiative will continue to establish LIME as a young and exciting brand which is at the heart of the Jamaican community."

LIME Jamaica launched mobile TV in December 2010, an exciting, new service which is helping put the 'bling' back in the LIME brand. A range of popular channels are available on LIME mobile TV including CNN, ESPN, Sportsmax, Hype TV and the Cartoon Channel. LIME also broadcasts a range of pay per view content.

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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.

About LIME

LIME is the Caribbean's leading telecommunications company, focused on building products and services that make Caribbean people's lives better. LIME's aim is to deliver the best communication services across the board, full stop. LIME is part of Cable & Wireless

Communications, one of the world's leading international communications companies. From standing at the centre of recovery efforts during times of national emergency to investing more than US\$5million into major carnivals, which celebrate culture, music, dance and the Caribbean identity, LIME works tirelessly to make things better for Caribbean communities. For more information visit: www.lime.com

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