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PANAMA TELEMAMMOGRAPHY NETWORK WINS AWARD

Cable & Wireless Panama wins GTB Innovation Award for social telecoms project

The first telemammography network in Latin America won the Mobile Health Innovation award at the Global Telecoms Business Innovation Awards.

The telemammography network was created by Cable & Wireless Communications' Panama business, Cable & Wireless Panama.

The project was launched in Panama in October 2010 to increase the number of women getting annual mammograms and reduce the time taken to diagnose scans. The telemammography network will particularly help many women in rural communities who did not have access to regular mammograms previously.

The system introduced digital mammograms in hospitals nationwide in order to reduce the cost of the service and reduce the diagnosis time. The digital mammograms can be sent securely between departments and to specialists based outside Panama. An automated workflow was also introduced, including radiology imaging, medical records management, statistics and cost control and a digital appointments system which sends automatic reminders to patients.

The Government of Panama commissioned the telemammography network because there are over 500,000 women in the country aged over 40, the most at risk group for this disease, but only 50,000 had annual screenings. Statistics indicate that one in nine women over 40 is likely to get breast cancer. The telemammography network is expected to increase the percentage of women aged over 40 getting annual mammograms from 10%-30%, helping an estimated 100,000 Panamanian women.

Notes to Editors

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 solutions. Our operations are focused on providing our customers – consumers, businesses, governments – with world-class service. We are the market leader in most products we offer and territories we serve. For more information visit www.cwc.com.

About Cable & Wireless Panama, SA

Cable & Wireless Panama SA is a Panamanian company whose shareholders are the State of Panama, the company's employees and Cable & Wireless Communications PLC offering full telecommunication products and services. The company's fiscal periods begin every April 1st and end each March 31st. Cable & Wireless Panama SA is a socially responsible organization, committed to making significant investments in segments that offer the greatest potential for growth in a dynamic and changing industry in open competition between operators, allowing the country to be at the forefront of telecommunications technology nationally and internationally. For further information visit www.cwpanama.com

About Global Telecoms Business

Global Telecoms Business magazine, which is read by the industry leaders in the telecommunications industry worldwide, is part of the Euromoney Institutional Investor PLC group. The magazine and the website www.globaltelecomsbusiness.com interview CEOs, CTOs, CFOs and other industry leaders worldwide — including, in recent issues, Franco Bernabè, CEO of Telecom Italia, Randall Stephenson, CEO of AT&T, and Hamadoun Touré, secretary general of the International Telecommunication Union.

The Global Telecoms Business Innovation Awards were first presented in 2007. Hundreds of nominations for the industry's innovative projects were received from the readers of Global Telecoms Business magazine. The awards were presented at a black tie awards dinner attended by over 300 industry executives on 7 June 2011 at the Sheraton Park Lane Hotel in London.

For more information, please visit:

www.globaltelecomsbusiness.com/Stub/InnovationAwards2011.html

Contacts:

Cable & Wireless Communications

Media

Lachlan Johnston

+44(0) 20 7315 4006 / +44 (0) 7800 021 405

Steve Smith

+44(0) 20 7315 4070