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LIME LAUNCHES iPhone 4 IN THE CARIBBEAN

Cable & Wireless Communications' Caribbean business has launched the iPhone 4 with a range of tariff plans tailored for iPhone customers. The handset is available in all the company's LIME-branded markets.

iPhone 4 is the most innovative phone in the world, featuring Apple's stunning Retina display, the highest resolution display ever built into a phone resulting in super crisp text, images and video, and FaceTime, which makes video calling a reality.

iPhone 4 is powered by Apple's A4 chip and features a 5 megapixel camera with LED flash, HD video recording and a beautiful glass and stainless steel design like no other mobile phone. iPhone 4 comes with iOS 4, the world's most advanced mobile operating system. The revolutionary App Store provides access to more than 425,000 apps including the iMovie app built just for iPhone 4.

David Shaw, LIME's Chief Executive Officer, said:

"We are delighted to offer our customers in the Caribbean iPhone 4, one of the most sought after wireless devices in the world. LIME is leading the way in innovation and we're proud to be at the forefront of technology with our reliable network, flexible price plans and invaluable customer service."

For more information on iPhone 4, please visit: www.apple.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.

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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